

LIFE



NEW BRITISH AMBASSADOR

FEBRUARY 10, 1941 **10** CENTS
YEARLY SUBSCRIPTION \$4.50



Conquistador

Swashbuckling, Cortés-like, below the lacy minarets of Tasco (or striding an Atlantic boardwalk) . . . lean, proud lines in a well-mannered woolen costume. Boasting a famous label: FORSTMANN—100% virgin wool.

For those afflicted with wanderlust, coats, suits and dresses of Forstmann's lovely textures are a godsend. Jam them into trunks—wear them incessantly. Try to rumple their fitting-room perfection . . . their smooth, sure hang and knowing fit—and learn the importance

of bona-fide Forstmann Woolens! Soft, resilient, alive! Quite unlike ordinary "All-Wool" fabrics which may contain shoddy—shapeless, reworked wools.

No need to whisk about the hemisphere in order to enjoy the incomparable beauty of Forstmann Woolens. There are heavenly costumes for day and evening in spring and summer weights. Tailors, dress-makers, stores will stimulate stay-at-homes with slender Forstmann fashion lines that last. At no extra charge.

FORSTMANN WOOLENS HOLD THAT FASHION LINE IN ACTION

The Forstmann label adds nothing to price—much to good form. . . . Forstmann Woolen Company, Passaic, N. J. Sales Office: 30 Rockefeller Plaza, New York City

"RIDE IT And You'll BUY IT"

...Take Plymouth out on the road. That's the way to get the most for your money.

TAKE TO THE ROAD AND BUY WISELY!

1. START—More power—less shifting—fast getaway... that's how it is with Plymouth's new High-Torque Performance and new power-gearing! Steering wheel, pedals, and gear-shift respond at a touch.

2. STRAIGHTAWAYS. As you breeze along, you use only a fraction of the new Plymouth's great power. And patented Floating Power engine mountings banish vibration.

3. CURVES let you experience the 1941 Plymouth's unusual riding stability and steadiness. This new beauty is long, low, and wide—it "hugs the road" as you sweep around bends!

6. DOWNGRADES are a good place to test the perfect control Plymouth precision-type hydraulic brakes give you for slowing, stopping! You enjoy a new sense of mastery in driving—on any road you travel.

5. HILLS give you the full thrill of new High-Torque performance! It's a great sensation, going up and over the top with power to spare. Plymouth is a "powerhouse" to drive!

4. ROUGH ROADS prove to you Plymouth's easy comfort...resulting from Amola steel springs, airplane-type shock absorbers, and a big 117-inch wheelbase.

7. TRAFFIC reveals this new Plymouth's unusual handling ease and flexibility. The powerful pick-up, the ease of shifting and steering, the vast reductions in driving effort, the control of the brakes—all make Plymouth a joy in traffic.



STARTING, climbing, cruising, turning...you'll like the getaway and go, the silky handling "feel" of this new 1941 Plymouth! Take this great car out on the road—discover how much more low price is now able to buy!

Plymouth alone of "All Three" low-priced cars gives you new Safety Rims on wheels to prevent "throwing" of the tire in case of tire failure. You get new High-Duty Engine Bearings...new Oil Bath Air Cleaner...Metal Spring Covers...Big 6-inch Tires...wide color choices—on even the *lowest-priced* models!

Stop at your Plymouth dealer's today! See the 1941 Quality Chart, comparing "All Three" low-priced cars with high-priced cars. *Ride* in a new Plymouth and you'll *buy* it!

TUNE IN MAJOR BOWES, C. B. S., THURS., 9-10 P. M., E. S. T.
SEE THE LOW-PRICED PLYMOUTH COMMERCIAL CARS

PERFORMANCE CHECK LIST

- ☒ 1. Fast Getaway from a Standstill—Great Power
- ☒ 2. Smoothness on the Straightaway
- ☒ 3. Stability on Curves
- ☒ 4. New Riding Comfort Over Rough Roads
- ☒ 5. New Climbing Power for Steep Hills, Long Pulls
- ☒ 6. Smooth, Sure Stopping
- ☒ 7. Easy Handling and Flexibility in Heavy Traffic

PLYMOUTH
BUILDS GREAT CARS

LOOK AT 1941 PRICES OF "ALL 3"

You'll find that the new 1941 Plymouth is actually lowest-priced of the three leading low-priced cars on many models! Your present car will probably cover a large part of Plymouth's surprisingly low delivered price...with the balance in low monthly instalments. Plymouth Division of Chrysler Corporation.

PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE.

Score Two for All-Bran's Better Way!



"CALL THE FIRE DEPARTMENT!" is, figuratively speaking, the way my family and I used to treat constipation. We'd rush to the medicine cabinet for *emergency relief*. It never occurred to us to look for the *cause*, or to try ALL-BRAN's better way.



STRAIGHT TO THE MARK! Then I discovered that KELLOGG'S ALL-BRAN goes straight to the *cause* of common constipation, the kind that's due to lack of proper "bulk" in the diet—and wholesomely, naturally prevents it.

EXCUSE MY BACK, but I'd rather not illustrate the way those laxative doses used to taste. And to think I never knew what crisp, delicious, toasted ALL-BRAN could do.



HAPPY DAYS! And, if your trouble is this common kind of constipation, may you discover the same enjoyable way to "Join the Regulars"! Crunchy, toasted KELLOGG'S ALL-BRAN is not only very effective, it's a lot more pleasant than the "hurry-up" remedies we used to take. Eat it with cream and sugar every morning, drink plenty of water, and get yourself in tune again.

Join the "Regulars"
with *Kellogg's* ALL-BRAN

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1941, BY KELLOGG COMPANY

LETTERS TO THE EDITORS

Ready For Action

Sirs:

Citizens of the U. S. should carefully study your cover picture of Jan. 20. The expression on the face of this sergeant is quite typical of the attitude of



AMERICAN SOLDIER

the average American man toward war. He views it calmly, deliberately. No finer picture of the typical U. S. Army man has ever been published. In characteristic American fashion this soldier coolly sucks his homemade cigaret, but one knows almost instinctively that when he takes his last draw from it he is ready to "go into action."

SAMUEL J. HADDEN

Westminster, S. C.

Appeasement

Sirs:

No one can accuse LIFE of not presenting both sides of a question. In your article, "The Ism of Appeasement," in the Jan. 20 issue, you group together and reveal that dangerous and sinister clique that would "break our sword and stay our arm" as we prepare to strike for humanity, freedom and civilization. Why these persons, professing the greatest love for America and Democracy, should do all in their power to aid our mortal enemies, I can not understand. I am certain that they are not ignorant of our danger. There are deeper reasons.

Let us fervently pray that the Isolationists and Appeasers lose their fight to help Hitler by hindering American aid to Britain. England is fighting our war and it is time that we got in and did our share.

JEFFERSON SCHLESINGER
Arkansas City, Kan.

Sirs:

Why not give us a two-page spread of the starchy-eyed dreamers who are leading us to war, dictatorship, inflation and ruin—beginning with President Roosevelt and his military experts, Dorothy Thompson, Walter Lippmann, Robert E. Sherwood, Walter Winchell, et al?

Franklin Roosevelt is now setting the stage for a repeat performance of Woodrow Wilson's fiasco of 1917.

ROBERT I. MINSON
San Diego, Calif.

Sirs:

Pungent reporting, I say, your identification of the Lindberghs, Joseph P. Kennedy, Senator Wheeler, et al, with "the ism of appeasement."

Many good Americans, in their anxiety to avoid war at any cost, support these appeasers without realizing they are being led to a second Munich sellout and a third and even more cataclysmic World War.

EDWIN H. BLUM
Hollywood, Calif.

Not 3 a. m.

Sirs:

In LIFE, Jan. 20, you carried a story on "Saturday Night in Calumet City." In it you included a picture of my son, Robert Gross, chatting at the bar. You stated the time as 3 a. m., which is a gross misstatement and has proved very embarrassing. It also has put me in a wrong light with the local

authorities, who closed my club for a couple of days on this account. As the picture of my son was taken without my knowledge or authority, I request that you correct the error. In case those responsible cannot recall the actual time, I can give it to you, with a score or more witnesses to verify same. The pictures were taken during my second show, which started at 10:40 p. m. My boy had just come from a movie with his mother, and they made their usual stop on the way home. Of course the photographers interested Robert, and during the commotion we lost track of him for a second. Consequently after



ROBERT GROSS

they finished the pictures in the club room (separated from the barroom by a partition) they caught him on their way out the front door.

FRANK GROSS JR.

Calumet City, Ill.

The President

Sirs:

Your job on our President (LIFE, Jan. 20) was just as candid and complete as all your Close-ups. I think you're to be given credit for your spunk, for your timing, and of course for the job itself. If there ever was a time when any person in our land needed "de-glamorizing," President Roosevelt needs it now, to give us all a chance to look at this immensely vital war issue plainly.

A. E. STARK

Decatur, Ill.

Sirs:

The article on the President was a masterpiece. For the first time I knew the President intimately. I would like to know what newspapers he reads.

HAROLD SMERLING
Brooklyn, N. Y.

● He usually reads the New York Times and Herald-Tribune, the Baltimore Sun, the Washington Post and Times-Herald, and the Wall Street Journal.—ED.

Sirs:

I wish to refute the anecdote of Bennett Cerf regarding the sale of the President's books, to the effect that Mississippi is a State "where no one ever buys a book." I myself once bought a book. Furthermore, I understand that there was once a man at Natchez who bought two books.

The libel about Mississippi's low status as a book-buying State springs from some statistics of about ten years ago by Simon & Schuster, who reported book sales of \$8 to Mississippi for one year. That was when Messrs Simon & Schuster were featuring the girl-sailor-wonder, Joan Lowell, and Cross Word Puzzle books. The record under those conditions would seem to be a credit to Deep Southern discrimination.

NASH KERR BURGER
Jackson, Miss.

Sirs:

I read with chagrin Bennett Cerf's remark that Mississippians never buy a book. Please remind Mr. Cerf that Mississippi is the home of Ben Ames Williams, William Faulkner, Richard

(continued on p. 4)

Do you see Young Tommy?
No, I see a Doctor of 1964.

Is he an Able Doctor?

Yes, he's an Up-and-Coming Surgeon with a Growing Practice.

He has a Winning Smile... a Smile that might
well have come from his Lifelong Use of Ipana and Massage.



**Don't take chances with your smile! Let Ipana and Massage help you to
healthier gums and brighter, more sparkling teeth**



Q. *What is there in the habit of Ipana and massage that can help you all your life?*

A. Just this. Ipana and massage helps you not only to have bright, sparkling teeth—but also helps you give your gums the daily care they must have.

Q. *Is gum massage so very necessary then?*

A. Indeed it is! For today's soft, creamy foods require little chewing... so naturally our gums don't get the exercise and stimulation they must have! That's why it is so important to massage a little extra Ipana onto your gums every time you brush your teeth.

Q. *When stimulation is lacking—what happens?*

A. Gums tend to lose their firmness and strength. They often become weak, tender... and flash that warning tinge of "pink" on your tooth brush.

Q. *Is "pink tooth brush" serious?*

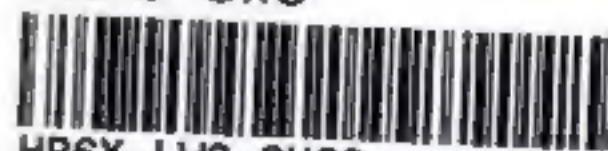
A. It may be and it may not be. Your dentist can tell you very quickly. Probably, he'll tell you that your gums need stimulation and work. And, like so many dentists, he may suggest the healthful stimulation of Ipana and massage.

Q. *How can Ipana and massage help guard against "pink tooth brush"?*

A. In this important way. Ipana, you see, does more than clean teeth brilliantly. For Ipana, with massage, is specially designed to aid the gums to better health. That's why Ipana and massage is so important in helping to keep your gums healthier... in guarding against "pink tooth brush."

Ipana Tooth Paste

This One



HP6X-LW2-OH69

THE AMERICAN SHIRT FRONT: *Informal Dance*



These shirts off key

1. Bosom is bunched.

2. Tight at the throat.

3. Messy collar.

Arrow Shirts on key

Arrow Shirts have the exclusive "Mitoga" figure-fit: curved waist, sloped shoulders, tapered sleeves.

Arrows are Sanforized-Shrunk: fabric shrinkage less than 1%. A new shirt free if one shrinks out of fit.

Try Arrow Hitt or Dart, whose collars look starched without starch . . . or soft-collared Arrow Trump.

For a perfect combination of shirt virtues (see 4) get some Arrow Shirts at your Arrow dealer's. They've got style, tailoring, and fit! \$2, \$2.25, \$2.50, \$3.50, \$5.

ARROW SHIRTS

Made by Cluett, Peabody & Co., Inc., Troy, New York

LETTERS TO THE EDITORS

(continued)

Wright, Pat Harrison, et al. We don't need to buy books—we write 'em!

BERNARD L. TRIPPETT

Aberdeen, Miss.

Picture of the Week

Sirs:

The Picture of the Week (LIFE, Jan. 20) was the Picture of the Year for me, for one of those lads smiling so happily over their Christmas cake was my brother, "Kork." According to the caption, this picture was taken on Christmas day. Two days after Christmas he was



"KORK" PERKINS

reported missing "while on operational flight at night."

He is the one directly behind the Merry Xmas on the cake. He is wearing a paper cap and his usual grin.

He was to have been married to a London girl this spring.

CHARLES L. PERKINS

Petawawa Military Camp
Ontario, Canada

Leg Art Spread

Sirs:

Your Utah University leg-art spread (Jan. 20) has the old town (Salt Lake City) quite astir.

For the information of your readers there are 2,000 coeds on the Utah campus who equal or surpass Miss Gleave in contour of body, and beauty of face. You could walk down Salt Lake City's Main Street and see more beautiful females in one block than you'll see in all New England.

CRAIG, ALINE AND HELEN
ROGERS

Salt Lake City, Utah

The Interne

Sirs:

Congratulation on the fine article in your Jan. 20 issue on the interne. No word description could show as clearly as you have the importance of the interne in civil life. Yet one of the sore points in our defense legislation is that the interne is subject to immediate call in the draft, while the machinist's apprentice is deferred because of his importance to national defense.

Can anyone doubt the importance of the medical student or the interne in national health or national defense? I think not. But still we hear complaining about the number of draftees refused because of physical deficiencies.

What is to become of the nation's hospital staffs, like the one you have shown, when these men and the medical students become drafted as buck privates?

J. J. BENTMAN

Philadelphia, Pa.

● Unofficial selective-service policy is to defer internes until they have completed their training. When drafted, they are assigned to the U.S. Army Medical Corps, in which they are immediately eligible for commissions. Many internes and hospital residents have already enlisted in the Medical Corps Reserve.—ED.



KENLEY Crepe is a newly developed, fine quality fabric expressly created for and exclusive with Joan Kenley. Here's your chance to look dainty as a Valentine . . . tempting as a bon-bon . . . to wear heart-fluttering shirts in a different color every day. In white, dusty pink, capen, bisque, red, maize, cocoa brown, apple green.

\$3
Est.

*Reg. U. S. Pat. Off.



MAIL BOX POCKET SHIRT (No. 2378). Hand-made buttonhole pockets, turned-up cuffs. Self color stitching on neckline. Sizes 30 to 38 (12 to 20).



THE GAUCHO SHIRT (No. 2388). Convertible Hi-low collar. Sizes 30 to 40 (12 to 20).



BRIARWOOD SHIRT (No. 2391). Neat stitch detail. Hi-low collar, self color stitch-finished inside and out. Sizes 30 to 40 (12 to 20). No. 2390—same in short sleeves.

Joan Kenleys are at leading stores everywhere, or write

JOAN KENLEY, 1372 Broadway, New York City
Please send me FREE 1941 Color Style Booklet.

Name.....

Address.....

City..... State.....

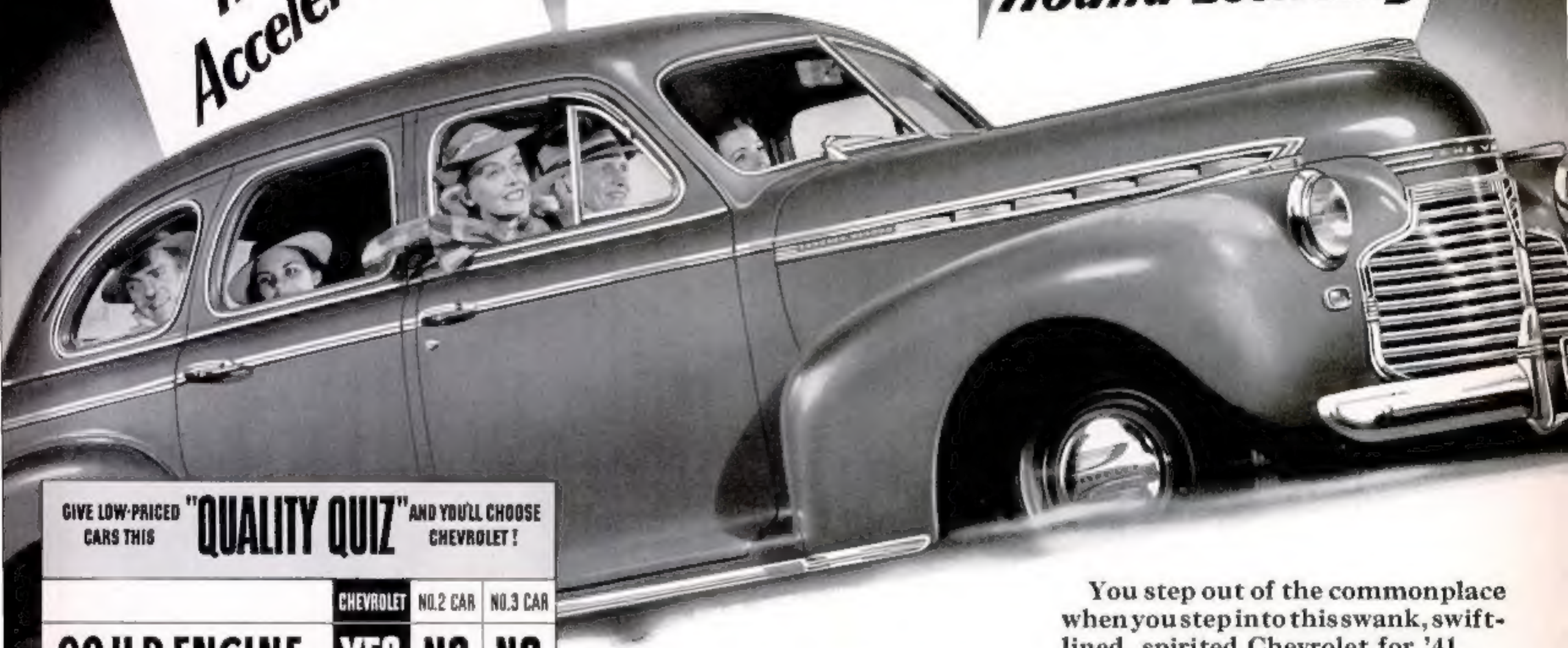
Among All
Biggest-Selling Low-Priced Cars

CHEVROLET FOR '41 IS

FIRST
in
Acceleration

FIRST
in
Hill-Climbing

FIRST
in All-
Round Economy



GIVE LOW-PRICED CARS THIS "QUALITY QUIZ" AND YOU'LL CHOOSE CHEVROLET!

	CHEVROLET	NO. 2 CAR	NO. 3 CAR
90-H.P. ENGINE	YES	NO	NO
CONCEALED SAFETY-STEPS	YES	NO	NO
VACUUM-POWER SHIFT AT NO EXTRA COST	YES	NO	NO
BODY BY FISHER WITH UNISTEEL TURRET TOP	YES	NO	NO
UNITIZED KNEE-ACTION	YES	NO	NO
BOX-GIRDER FRAME	YES	NO	NO
ORIGINAL FISHER NO DRAFT VENTILATION	YES	NO	NO
TIPTOE-MATIC CLUTCH	YES	NO	NO

YOU'LL SAY "FIRST BECAUSE IT'S FINEST"

—because Chevrolet for '41 is the only low-priced car with a 90-h.p. Valve-in-Head "Victory" Engine—the same type of engine that holds all world's records for performance on land, sea and in the air!

You step out of the commonplace when you step into this swank, swift-lined, spirited Chevrolet for '41.

For its brilliance matches its beauty—its liveliness matches its luxury—its road-action matches its style!

It's the most powerful of all the biggest-selling low-priced cars . . . the only low-priced car with a 90-h.p. Valve-in-Head "Victory" Engine . . . and it out-accelerates, out-climbs, out-rides all other cars in the big-selling low-price group!

This year, drive the leader! Drive Chevrolet—sales leader—value leader—for nine of the last ten years! Eye it, try it, buy it—today!

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

Again **CHEVROLET'S** the **LEADER!**

TO A WOMAN WHO HATES TO COMPROMISE



IN MOST THINGS, people must make compromises. When you choose a ring, a home, or a car, your high ideas must be scaled down to fit your purse.

But there is one possession a woman can reach to the stars for... her sterling silver. Each piece can be a lovely bit of perfection... as beautiful and enduring as that in the finest homes.

That is why sterling silver has been the traditional gift for fathers and mothers to give their engaged daughters... why sterling is loved and handed down, often for three and four generations.

If you are a bride-to-be, or a wife about to choose new silver, don't miss seeing the

distinguished patterns of International Sterling, made by the leading silverware house in the world.

Each pattern has been lovingly created by silversmiths whose craft traditions are a century old.

Prices, even for this beautiful sterling, are modest. You can start with a 6-piece individual place setting for as low as \$16.75. International Sterling's handsome Romance Chest, in most patterns, costs but \$100. Budget plans can be arranged starting as low as \$5.

Why not visit your favorite jeweler and look at all of International's lovely patterns... soon?

INTERNATIONAL STERLING

Master Craftsmen for Five Generations*

*Copyright, International Silver Company



Royal Danish—handsome example of the modern Danish school.



1810—copied from a museum treasure-piece.



Serenity—cool and tranquil as its name.



Prelude—a lovely interpretation of a rose motif.

TUNE IN EVERY SUNDAY—"SILVER THEATER," 8 P. M., E. S. T.—COAST-TO-COAST COLUMBIA NETWORK.

LIFE'S PICTURES



Balancing grimly on the caisson above, as it is towed across Medicine Creek, is LIFE Photographer Bill Shrout who took the pictures on how to fire a 75-mm. gun, on pages 64-71. Shrout says that even though the bottom of the stream was rocky, and even though the horses bumped and fell, he did not tumble off his precarious perch. On this assignment, what bothered him more than fording Medicine Creek were the Oklahoma red bugs. Although few soldiers at Fort Sill had ever noticed these bugs, they descended on Shrout the minute he arrived and plagued him all the time he was there. By the time he left, however, he had convinced all the officers and soldiers of the bugs' existence, and all of them were scratching.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER—P. L.
2—HORACE BRISTOL—ROBERT CAPA
4—RAHMAN from LONDON "ILLUSTRATED"
6—MAJOR L. J. STEWART
12, 13—Border ANDREAS FEININGER from B. S.,
—R. ANDREAS FEININGER from B. S.,
—L. H. (11) WALTER D. LANG—don. ANDREAS
FEININGER from B. S.
14—ANDREAS FEININGER from B. S.
19—A. P.—map by FRANK STOCKMAN & ANTHONY
J. SODARO
20—P. 3—A. P.
21—MOVIEZONE NEWS
22—A. P.—W. W., A. P.
23—A. P.—A. P., P. L.
24—A. P.—P. L.
25—JACK COGGINS—A. LEYDENFROST
26—A. P.—THOS. D. MCAVOY, EUR., A. P.—
ACME
27—H. H. SHREVE
28, 29—OTTO BAGEL
30—ELIOT ELISOFON
31—W. W.
32—H. H.
33—F. W. GORD—F. W. GORD—map from "OUR
TREMBLING EARTH" by JOSEPH LYNCH,
S. J., published by DODD, MEAD & CO.
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CO.
76—From "VISCOUNT BALIFAX" by L. G. LOCK-
HART
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80—INTERPHOTO
82—INT.
85—A. P.
86, 87, 88, 89—THOS. D. MCAVOY
90—DE PALMA PHOTO from B. S.
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INC.; W. W., WIDE WORLD

Does
Smoke-Smudge
dim the sparkle
of your Teeth?



Do your teeth look smudged and yellowish? Here's the way to remove ugly smoke-smudge and make your teeth gleam and sparkle. Use Iodent No. 2—either toothpaste or powder. Cannot injure enamel, for Iodent is specially made by a Dentist and guaranteed SAFE. Try refreshing Iodent today and bring back the sparkle to your smoke-smudged, hard-to-bryten teeth!

IODENT
TOOTH PASTE & POWDER



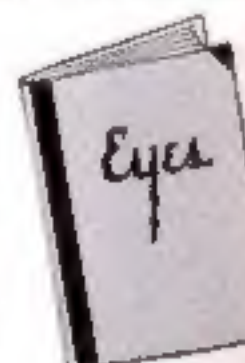
How Often Should
Your Eyes Be Examined?

According to Eye Physicians (ophthalmologists) most people should have their eyes examined every two years... because in that time serious changes are likely to occur.

Your glasses, however, should be re-adjusted and re-positioned at regular intervals by a competent optician... in order that your eyes may have the eye com-
fort they deserve.

Guild Opticians
ARE RECOMMENDED BY PHYSICIANS

When your eyes need attention, call on a Guild Optician for a copy of this authoritative booklet on the care of eyes and the names of Eye Physicians in your vicinity... or write the Guild of Prescription Opticians of America, 1218 Chestnut St., Phila., Pa.





By jiminy, that's the way to get there!

DO YOU enjoy flying in summer, refreshed by escape from the earth's high heat, relaxed by the colorful countryside that lies like a painting beneath you? Then you will enjoy travel in winter even more, if you fly.

For up in a great airliner in the sky, you'd swear it were summer outside except for the gleaming snow that blankets the earth in white.

Suppose the mercury down there has plummeted to 10 below. You sit and read or doze or eat or chat with friendly passengers in a spacious, comfortable cabin with the temperature at a cozy 72.

Winter schedules are maintained with regularity,

efficiency and dependability. Nothing unusual about that; most winter days are excellent for flying.

Where do you want to go? What time do you wish to leave? Just consult the regular airline schedules—you'll find convenient departures and frequent service to all sections of the United States and Canada—and to 55 foreign countries, as well.

Business is good and good business calls for Air Travel—especially since Air Fares are in line with the fastest first-class ground travel, everything considered.

Make your next trip by air and discover why thousands of passengers who are flying this winter say, "All around the calendar—*It Pays To Fly!*"

Write for the free illustrated booklet which tells the dramatic story of this nation's great Air Transport system. Address: AIR TRANSPORT ASSOCIATION
135 South La Salle Street, Chicago, Illinois

Ask Your Travel Agent

It's easy to buy an air ticket to any point on the domestic or international airlines. Simply phone or call any Travel Bureau, Hotel Transportation Desk, or local Airline Office, for airline schedules and fares or general information.

IT PAYS TO FLY

This educational campaign is sponsored jointly by the 17 major Airlines of the United States and Canada, and Manufacturers and Suppliers to the Air Transport Industry.

LIFE'S REPORTS

A DISTINGUISHED NOVELIST UNCOVERS THE HIDDEN SOURCE OF BRITISH CHARACTER

by MARGARET KENNEDY



Margaret Kennedy, author of "The Constant Nymph," is a leading English novelist. Recently she has been corresponding informally with Julian Street, the American author, telling him about the war. Her letters were not written for publication. But in the interest of a franker understanding of the British by Americans, Miss Kennedy has released this letter for publication.—ED.

Events are so violent and tremendous that I find it very difficult to focus. I write you the kind of things I would want to know if our situations were reversed. One of the great difficulties of getting at truth is the mixture of emotions, the feeling of exaltation and purpose on the one hand and the grinding anguish on the other. It is like childbirth—intolerable, tremendous, utterly worthwhile, but—intolerable. Every morning one wakes with the thought: "This cannot go on much longer." Just as in childbirth one feels with each pang: "I can't stand another." And each day a feeling of strength and power comes back—a feeling of "Oh yes, we aren't anywhere near done yet."

I could tell you the most terrible things, but when they are written down they make it all seem too much like Hell. I could tell you hundreds of stories of cheerfulness and high spirits, but they seem too jaunty and superficial. We are being stretched. We are being made to feel things we never expected to feel in our cozy, pleasant little lives.

Yet certain good things have already come out of the war. The young men aren't being killed. We all feel this to be a great relief. It's a cross-section of the population which is being killed, old men, women and children, about 60 civilians to one soldier.

There is also great reassurance in knowing that we are not of different fiber from our fathers and that we care for our freedom as much as they did. One could not help fearing that our improved standards of living, the growth of tolerance, the multiplicity of pleasures and entertainments such as our fathers never had, might mean some loss of toughness. Were we growing soft, with our labor-saving devices and anesthetics and swimming pools and iceboxes? I expect you may have worried about that in the U. S. where standards of mechanical comfort are higher and luxuries for the masses even more efficiently developed. Well, you don't have to. At no time in our history have we had to endure what we are enduring now, but we are taking it.

Civilization does *not* have to make people soft. If your people ever have a great ordeal they will not stand it the worse because they have been used to steam-heating and iceboxes; and the man

who knocks down everybody who disagrees with him is no better at enduring pain than the man who tries to see the other fellow's point of view. I always thought this ought to be so. Now I'm sure of it.

Two years ago I remember meeting a German woman, married to an Englishman, who told me that we would certainly be conquered by Hitler because we have gas at the dentist's. Germans, she said, never have gas. They train themselves to bear pain. "Why?" I asked. "In order to be stronger than others." "And what will you do when you are stronger than others?" "Conquer them." "And when you have done that will you have gas at the dentist's?" "No, we will never become soft."

I felt here was a gulf which would never be bridged. To us the aim of our common life is to enjoy ourselves and have a nice time, and have everybody get a nicer time, to alleviate pain, smother out injustices, and extend the pleasures of body and mind made possible by civilization. To her it was simply to be stronger than others. Not to be strong in order to get nicer things. She was prepared to go without gas at the dentist's forever. She would prefer to bear pain simply because it would enable her to inflict it on others. The nothingness, the sterility of this, appalled me.

The saddest thing that has touched me personally has been the death of Helen Simpson, the novelist. Helen was in a London hospital after a serious operation, when it was hit by three bombs. She was not injured but the shock and fatigue of removal finished her. Her little girl, aged 11, has been wonderfully brave but sometimes she runs away and locks herself in her room and moans, "Never—never—never—never" for minutes together. It is like the voice of all the children of Europe, from Narvik to Bordeaux, from Warsaw to Rotterdam, orphaned and desolate, waiting for the wreck of the world. We may win the war someday, but dead mothers will not come back.

In the little town where I am, we continue to be wonderfully free from bombs. We get the sirens a lot, but we are used to them and take no notice except to stay under cover. Once I went to the coast to see my sister and we were bombed while bathing. You've no idea how unprotected you feel in a bathing dress. It is a tiny village with no siren, but the local grocer blows a whistle by way of alarm. If he is wearing a tin hat this means "Get under cover." If he has a cloth cap it means "All clear." So if you can't see him you don't know which it is. We scrambled into a cave where we felt quite safe. A number of soldiers unexpectedly appeared and warned us not to come out lest we should be machine-gunned, much to the embarrassment of various modest old ladies who were trying to dress. We heard in the cave next to ours: "Go away, young man! Go away at once!"

In one of the October raids a friend of mine

was bombed out of his London hotel. After he got out of the wreckage he walked along the street to get to a friend's house. In the blackout he walked into a rope stretched between two houses to stop people going up that street because the houses were unsafe. He fell over the rope and both the houses fell down. In the warden's log the entry just says: "At 3:30 a.m. Dr. Gamble collided with two houses and demolished them."

A wonderful thing is the mobile kitchen Americans have sent. These are even more timely than ambulances, since the casualties are fewer than our Government expected but the homeless far more. Imagine a whole streetful of people coming from their shelters in the morning to find *all* their homes gone. No breakfast, nowhere to wash or shave, no change of clothes, and no neighbor to help, because all the neighbors are in the same plight. A mobile canteen drives up and deals out good hot coffee all round and everybody feels a lot better, and also (since it is staffed by Americans) learns what good coffee ought to taste like. They are doing wonderful work feeding people in wrecked areas. You see many of the people can't leave the district; their jobs are there and they must carry on, sleeping in shelters and feeding where they can (all cafes, milk bars, restaurants bombed too, probably). The kitchens have "America to Britain" written on them and, believe me, the people are grateful.

Which brings me to another point. Why is it that the Americans, who have been so generous in sending us these things (and Canadians, and South Africans, and Australians, Germans, French, Italians, Bengalis, Manchurians and Eskimos) dislike the English? They may respect us, they may allow we have had some influence for good in the world. But I am afraid that many of them don't like us.

Now why? I have puzzled over it for years. Is it because we think we are better than anyone else? So do Americans, French, Bengalis, Eskimos think *they* are the best people. Any nation that is a nation *must* think its own people are the salt of the earth.

Perhaps it is because a certain absolutely fundamental trait in our character always makes us incomprehensible to other nations. (And people dislike what they cannot understand.) It is a quality which I can only call "unimpressionability." Nothing seems to do anything to us or change us. Now I honestly think this imperviousness to impressions does offend other nations. They think we are cold and haughty and refuse to share an emotion. But we aren't. We haven't *got* the emotion.

I was walking in the streets of Dublin once with a cousin when we heard a great commotion and found about 200 people milling around a deep lock in the canal into which a small dog had fallen. My cousin jumped in but had a job to get out himself, till someone threw a rope.

CONTINUED ON PAGE 11



IN THE DINING PATIO AT

Chalet Suzanne

ONIONS STUFFED WITH CHICKEN LIVERS ACCOMPANY

SWIFT'S PREMIUM BACON



From Duncan Hines'

"ADVENTURES IN GOOD EATING"

... the famous directory of fine eating
places along the highways of America

LAKE WALES, FLA.

Chalet Suzanne

Route 8... 4 Mi. N. Lake Wales Open all year. A beautiful chalet
... in the midst of 230 rolling acres of orange trees and lily pools
... The emphasis is on exceptionally good food and service. For their
overnight guests, they provide carriages for a ride through the orange
groves, around the lake, or to the Bok Singing Tower.

TASTE IT, and you'll know why
Swift's Premium Bacon is served
at famed Chalet Suzanne... why it
was voted "the best" in an All-
America poll.

Swift's Premium is a marvelously
mild bacon. Yet it lures the appetite
with a mellow, tempting tang. The
combination gives that famous "sweet
smoke taste" you get in Swift's
Premium alone. No other bacon has
it, for no other gets Swift's secret Sugar
Cure and special Smoking in Ovens.

When you serve this particular ba-
con you're serving the kind your fam-
ily and guests are pretty certain to pre-
fer. So specify *Swift's Premium* Bacon

In a nation-wide poll made by the
Psychological Corporation, thou-
sands of women were asked "What is
the best bacon?" Swift's Premium
got more votes than the next seven
brands combined!



Courtesy, 1941 by Swift & Company

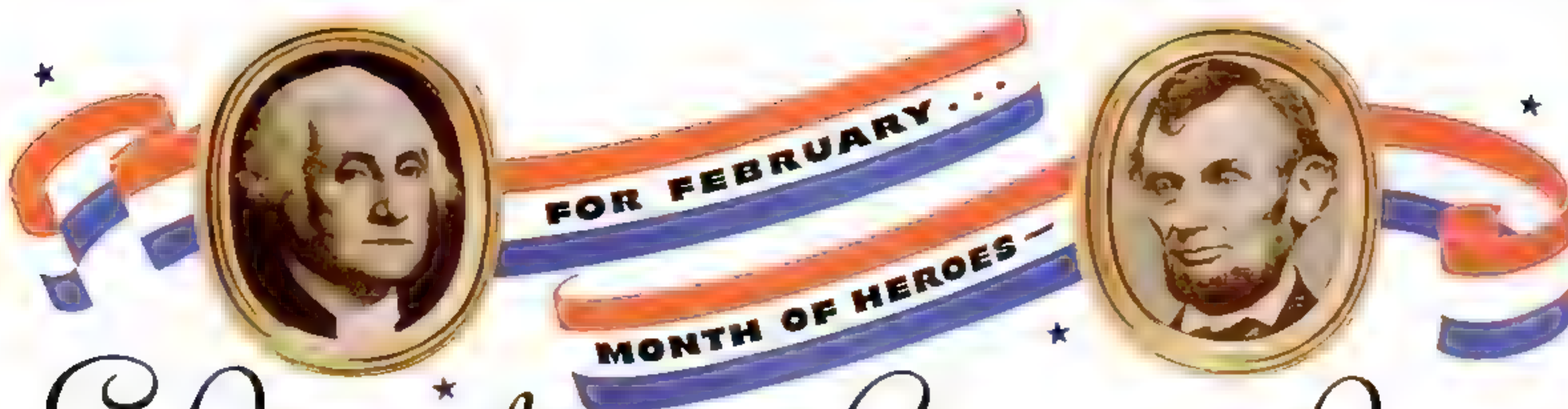
CHALET SUZANNE BACON AND STUFFED ONIONS. Arrange
Swift's Premium Bacon on rack in shallow pan and bake in moderately
hot oven (425°F.) 15 minutes. No turning is necessary. Parboil large
sweet onions. Cut in half, scoop out centers and chop with cooked
chicken livers (or calves' liver). Fill onions, season and add 2 tbsps.
cream to each. Heat in oven with bacon.

REMEMBER, THE MEAT MAKES THE MEAL

Specify Swift's Premium for the finest meats:

BACON • HAM • BEEF • LAMB • VEAL • POULTRY • FRANKFURTS • TABLE-READY MEATS

"Sweet Smoke Taste" from Swift's secret
Sugar Cure and special Smoking in Ovens



Elgin offers "Heroic" values

AMERICAN-MADE BY AMERICANS. NEW ROSÉ CASES AND DIALS!



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Now, for the first time, rosé ELGINS offered for less than \$33.75. Sensational values! See them at your jeweler's now.

\$24⁷⁵ and \$29⁷⁵

15 JEWELS

SOUND the trumpet! Roll the drum! Here comes ELGIN with its greatest February values!

The new "America First" ELGIN watches are all 15-jeweled... exquisitely styled with rosé cases and rosé dials. For the first time you may now secure ELGIN rosé watches for less than \$33.75. Each has ELGIN'S latest advances, including the rustproof, non-magnetic Elginium hair-spring* and Beryl-X balance.

Thoroughly American! Unlike many watches, ELGINS are not foreign made or assembled from foreign parts.

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AMERICAN TRADITION THROUGH FOUR GENERATIONS

*Patents Nos. 1,073,691 and 1,207,459



LIFE'S REPORTS

(continued from p. 8)

All 200 onlookers yelled encouragement without pause and when he got up all insisted on shaking hands with him. The Irish are the very opposite of the English. They love "assisting" at a drama; taking part in what is going on. And I'm sure the story became epic in all the public houses in Dublin that evening.

Suppose that were to happen in Lincolnshire. The crowd would have peered stolidly down at my cousin. No comment would have been made and no remarks addressed to him (he'd have got a rope, though, rather sooner than he did in Dublin). When he got up, nobody would have shaken hands with him. The crowd would have dispersed in a vague way, as if almost ashamed of having been there. And not one of them would have brightened even his wife's life by telling about it at supper.

The English half of me makes me perfectly happy and at home with my fellow countrymen; the Irish half of me makes me stand aside as an observer. And one thing I see clearly is that our imperviousness to impression stands us in good stead sometimes. I have made friends with a woman whose dead white face and staring eyes told me that she was one of the many recently come here from East London, homeless. Her whole street, where she had lived all her life, her house and all her friends' houses, gone! She seemed very lonely so I asked her to tea. She is a typical sort of woman, respectable, gentle, kind-hearted, intensely housewifely, with one ruling passion: "To have things nice in the house." You would say that everything life means to her is gone with her little house.

As soon as she got into the house her normal self seemed to begin to assert itself. More color came into her cheeks, more interest to her eyes. She threw a critical glance at the tea table, and commiserated me on the cheap, ugly teaspoons. "Oh, isn't it terrible, living with other people's things? I'm sure you have everything lovely at your house in London." A look of approval at the parquet floor which I had polished that morning, and a real glow of satisfaction when she discovered I used Ronuk. So does she, and we began discussing the best floor polish to use.

Now she had been through an awful physical shock, and had sustained a severe personal calamity, but *in herself* she wasn't shocked. Her outlook and interests had sustained no change. She wasn't very interested in the war. She simply remarked: "We don't want Hitler." I asked if all the people in London felt that.

"Oh yes. All the people. Why, Hitler wants to make slaves of us. Anybody takes a pride in their house, but a slave can't take a pride in anything. John [her husband] says those Nazis will go to their deepest ends to make *everybody* slaves. Why, even in their own country the people are slaves. John says that over there the Jee-stay-po can go into anybody's house, without knocking, yes—go tramping right in, they would, and *finger your things!*" Polish her floor for the Gestapo to walk on? Not much. She would rather have no floor.

What I'm getting at is this: undoubtedly we have great faults. How far we could correct them, how far any nation can at will alter its character any more than a leopard can change its spots, I don't know, but we are *not* a materialistic nation. Our deepest values, values which we seldom put into words but which do influence our conduct quite a lot, are spiritual and idealistic. Take this woman. You'd think a polished floor her God; but it's not—it's of no value to her as set against the dignity of a human being.

It's this deep unconscious sway of spiritual values which makes our people stand up to these horrors. And it is they which animate our funny old institutions and make them into something alive and capable of battle. That woman makes me think of the words of the Younger Pitt (always recognized as the very pattern of a cold, unemotional Englishman) when Napoleon was threatening to invade us:

"If some conqueror came to this Isle, some tyrant with his armies, none should escape. I say none. Who, of English blood, would feel the same pleasure as heretofore in the primroses of spring, the pleasant scent of summer meadows, the good fellowship of the market place? The very laughter of the children would ring with a hollow sound. We should be a different people."

Stop DOUSING...and keep hair good-looking...



Don't rob your hair of its natural good looks by dousing it with water or anything else. Instead, use a few drops of 'Vaseline' Hair Tonic on your comb each morning. Your hair will look well-groomed... never plastered!



*FOR HANDSOME HAIR
...CHECK DRY SCALP!*

'VASELINE' Hair Tonic does more than improve the appearance of your hair. It checks Dry Scalp... enables you to keep both scalp and hair healthier.

Before each shampoo give your scalp a thorough massage with 'Vaseline' Hair Tonic. This helps to prevent excessive drying out. 'Vaseline' Hair Tonic contains no drying ingredient. It actually supplements the natural scalp oils.

Then when you comb your hair each morning you don't need to douse it. Just put a few drops of 'Vaseline' Hair Tonic on your comb. Your hair stays in place, yet looks natural, not "plastered down." Begin using 'Vaseline' Hair Tonic today.



'Vaseline' Hair Tonic is different, containing no ingredient that has a drying effect.

By actually supplementing the natural scalp oils, 'Vaseline' Hair Tonic aids in keeping the scalp soft and supple... as it keeps the hair lustrous, well-groomed and good-looking.

Vaseline HAIR TONIC

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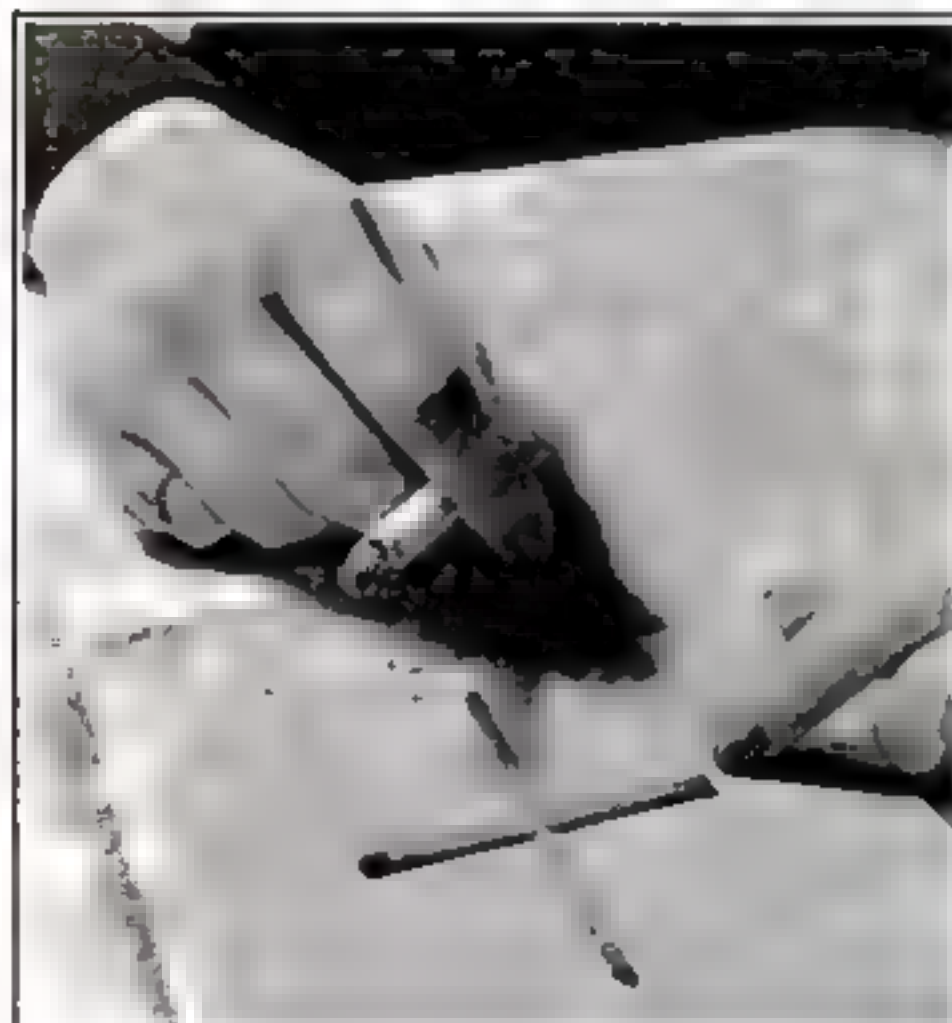
THE GAME IS TO PASS MATCHBOX FROM ONE NOSE TO ANOTHER WITHOUT USING YOUR HANDS

SPEAKING OF PICTURES

... HERE ARE MATCH TRICKS AND COVERS

People who are enthralled by the hobby of collecting book-match covers can thank soft-spoken, determined H. C. Traute, manager of the book-match division of the Diamond Match Co., who, despite his 70 plus years, still retains the amazing persuasiveness of his youth. Nearly 30 years ago, challenged by his boss to get orders for "that impossible thing," the first book match, Traute returned with an order for 10,000,000 books from Pabst Brewing Co. Now the book-match industry of the U. S. produces over 130 billion books a year. This gargantuan output is consumed 1) by tobacco smokers, 2) by collectors, 3) by parlor tricksters. It embraces all fields of activity from the commercial give-aways around the border of these pages to the personalized ones opposite.

Book-match collecting has now reached such frenzied activity that one collector offered a fancy price for privilege of scavenging for covers after the Pasadena Rose Bowl game. Some hobbyists collect according to size, i.e., ten strikes, midgets, regulars, features, royal flashes or giants. Others specialize on subjects: hotels, corset shops, morticians, drug stores, sports, ships, etc. Two clubs, United Matchonians and Blue Moon Club, act as clearing houses for their "swaps." Typical swap ad in the magazine *United*: "Will swap sets of five, 118th Maine National Guards girliche covers for 5 diff. unused navals. . ."



Problem: With four matches arranged as in the picture above, make a perfect square by moving only one match.

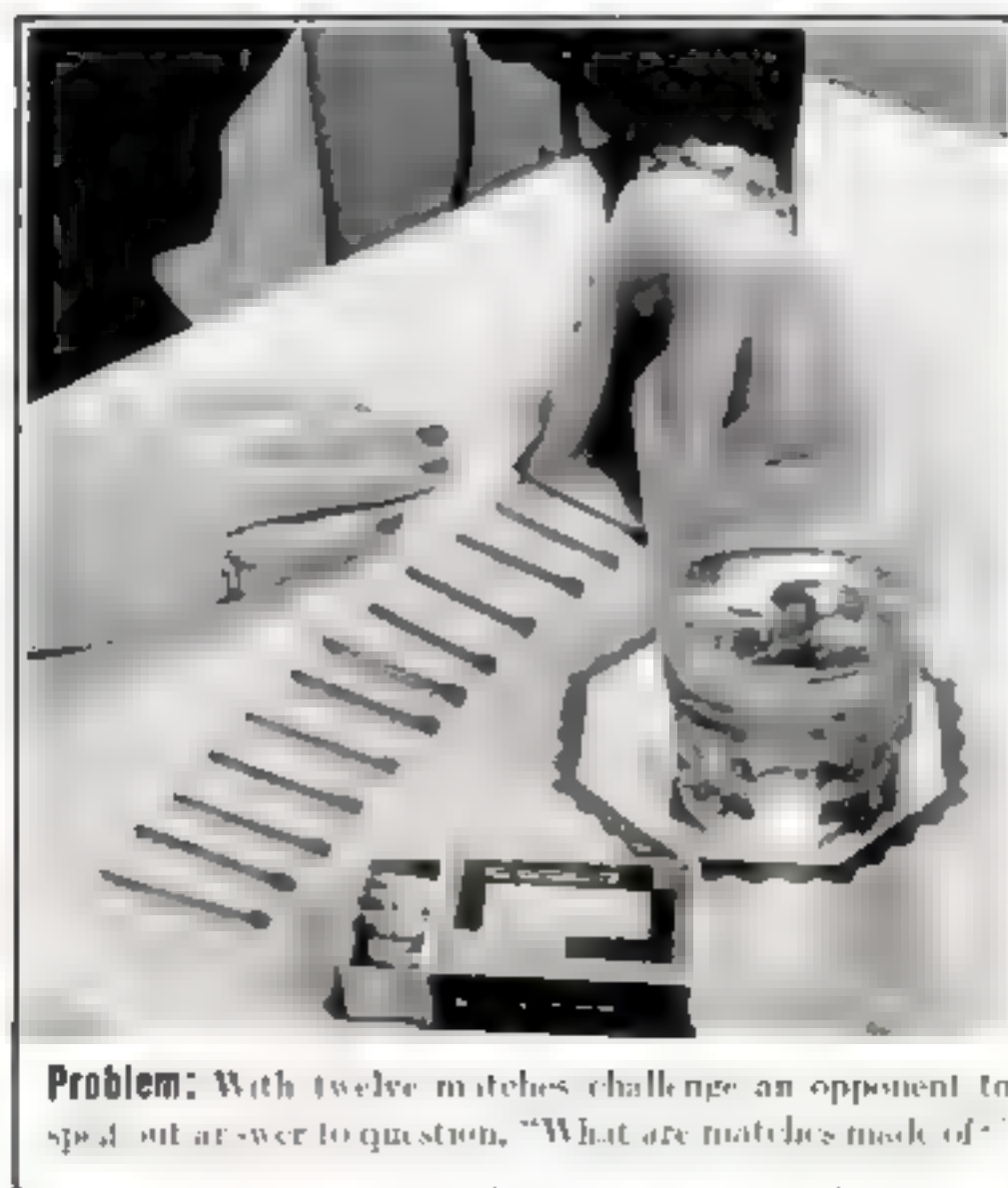


Solution: Gently slide out the specific match as indicated in this picture. A perfect square is thus formed in the center.



Problem: Remove the coin upon which the diagonal match is resting without touching either of matches.







1. Ed needs a laxative; but he's taking the 10 o'clock plane. Doesn't like to risk embarrassment. So he doesn't risk getting relief. Instead, Ed decides he'll wait till tonight.



2. Bob needs a laxative; he's taking the 10 o'clock plane, too. But Bob thinks: "Never put off till tonight the laxative you should take this morning." So he takes Sal Hepatica because it's speedy.



3. Ed is all in from constipation and that not-sick-not-well feeling. He needs't have taken a plane. He won't be able to do a hek of work today, anyhow.

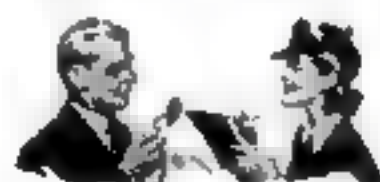


4. Bob felt more like his old self within an hour. Sal Hepatica acted fast, was gentle and easy. Sour stomach was sweeter ... so was the whole world!

Whenever you need a laxative take *speedy* Sal Hepatica

Don't put off taking a laxative just because you're all dated-up. Take speedy Sal Hepatica.

Within an hour usually you're relieved ... gently and thoroughly. Sal Hepatica acts by attracting helpful water bulk to the intestinal tract ... acts without discomfort, irritation, or griping.



No wonder 3 out of 5 doctors recently interviewed recommend Sal Hepatica.

More than a laxative, this sparkling

saline gives decided help in counteracting excess gastric acidity, helps turn a sour stomach sweet again. Next time you need a laxative, try speedy, gentle Sal Hepatica.

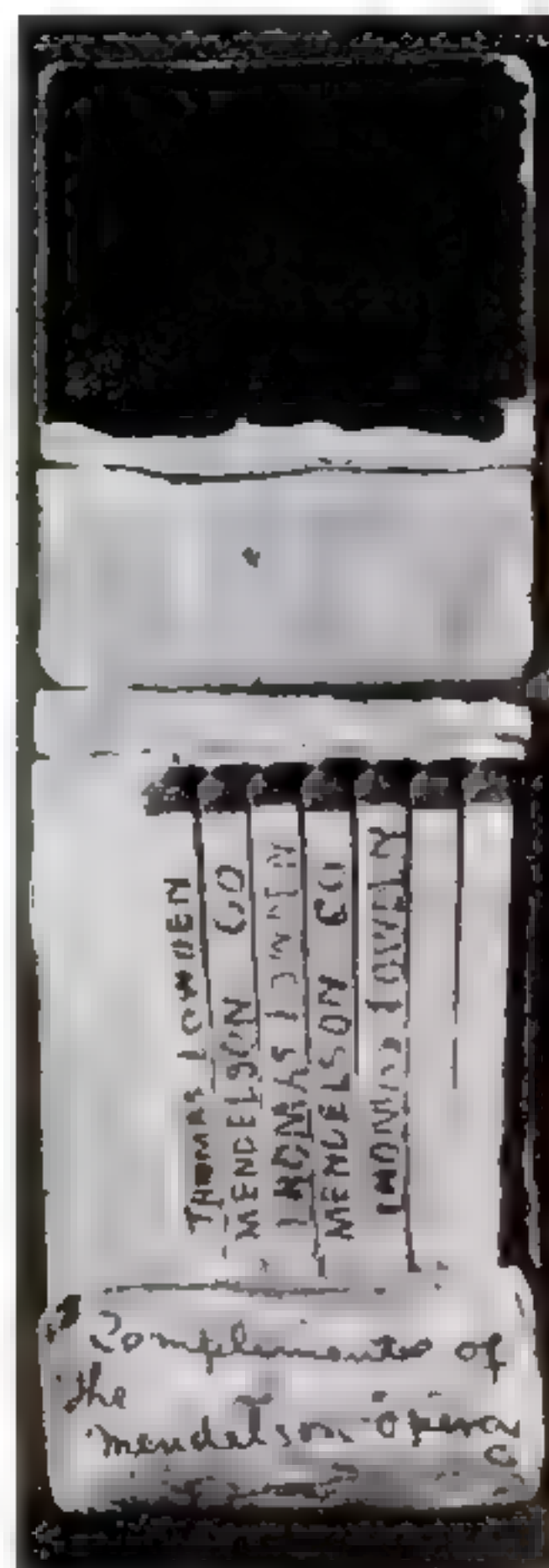


SAL HEPATICA

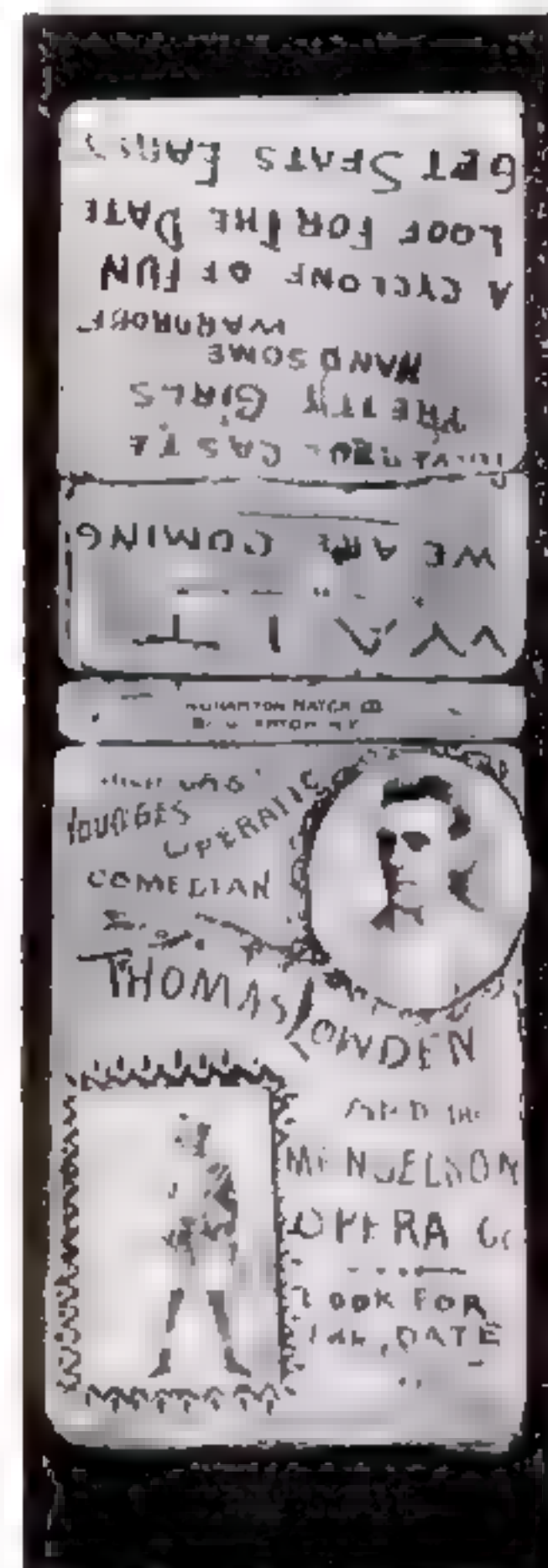
"TIME TO SMILE" Tune in on EDDIE CANTOR—Wednesdays at 9 P. M., E. S. T.

SPEAKING OF PICTURES

(continued)



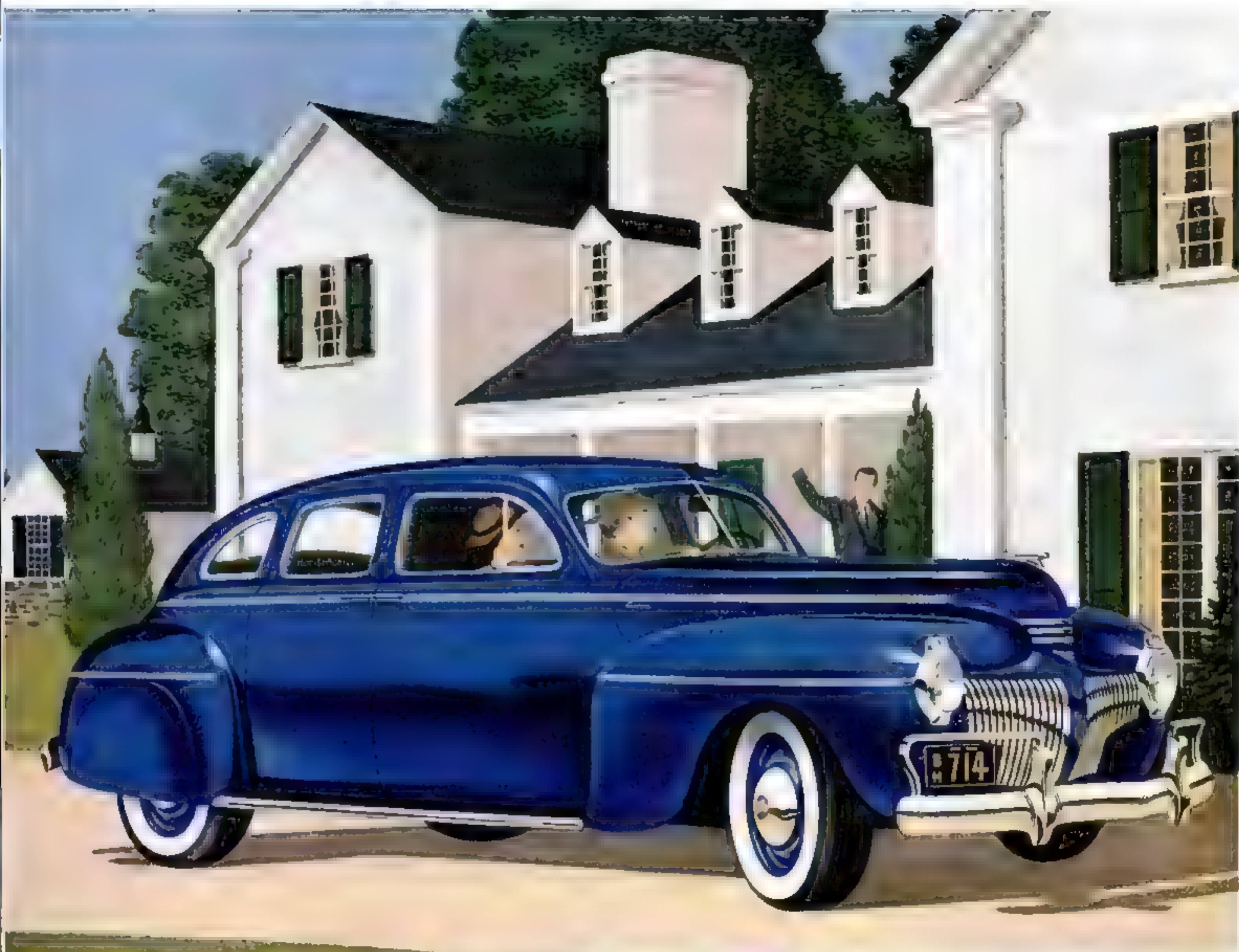
Oldest book match, patented in 1892, had striking surface on inside. This proved impractical. In closing the book, the matches were frequently lighted, etc., etc.



Girlie covers are offered as bait to get members and subscriptions for the *United*, hobbyists' house organ. The "Girlie" series comes free with each \$1 subscription.



"American Milestones," a new series, has code numbers inside cover indicating issue date. The "12345" indicates this is the first run. The second run will be "23456".

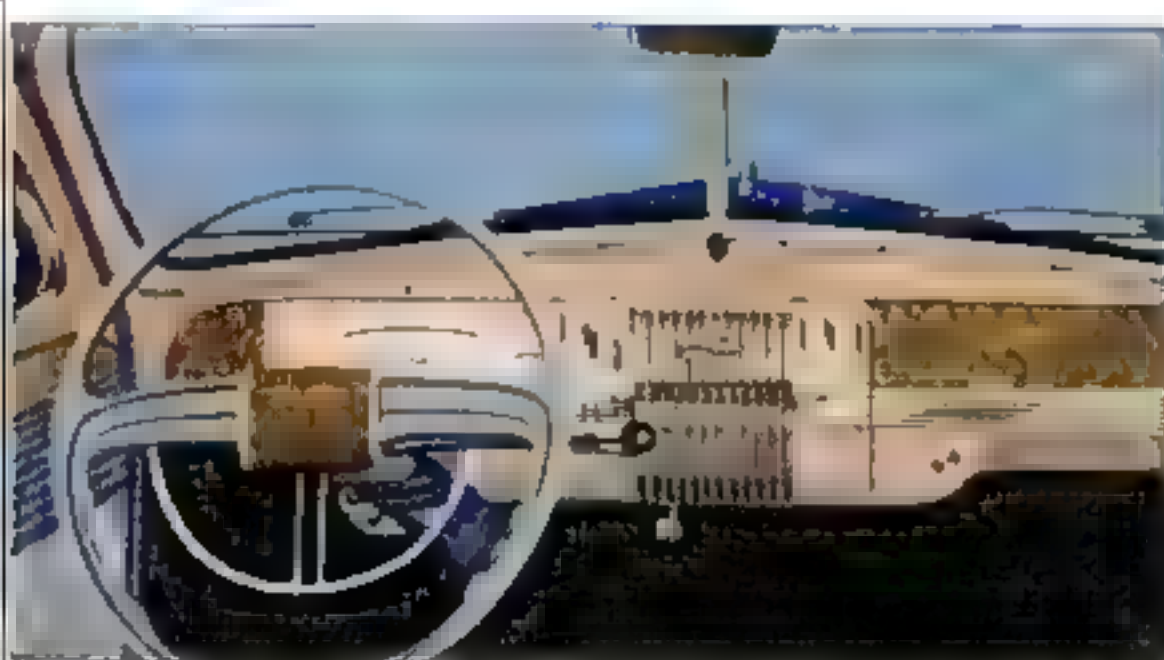


STOP! START! GO!

*Without
Shifting!*

**DRIVE A BIG
1941
DE SOTO**

Step Into This sleek, low-slung car for a new experience! With De Soto Fluid Drive and Simplimatic Transmission, you have the smoothest surging getaway known to driving...without having to shift or use the clutch! Drive De Soto. Discover All that's New in '41!



NOTE THE SMART, two-tone color treatment of De Soto's instrument panel and the new, Two-Spoke, Full-View Steering Wheel. TUNE IN MAJOR BOWEN HOUR, C.B.S., THURSDAYS, 9-10 P.M., E.S.T.

YOU SHOOT from dead stop to full speed *without shifting!* When you want extra power—for quick starts, for pick-up on hills—Simplimatic Transmission shifts for you. No need to even touch clutch or gearshift!

Here's No-Shift Driving at its perfected best... in De Soto, the car with both *Fluid Drive* and *Simplimatic Transmission*!...the car two non-professional girl drivers drove coast-to-coast...through traffic, over mountains—without shifting or using the clutch once!

See this car—its 17 feet of shining beauty! Take De Soto's Miracle Ride—feel how that Rocket Body hugs the road. Throughout, it's a *finer* car. De Soto Division of Chrysler Corporation, Detroit, Michigan.

FLUID DRIVE

WITH
*Simplimatic
Transmission*

**You Don't Have To Shift
Or Use The Clutch For
Normal Driving**

*AVAILABLE ON ALL MODELS AT MODERATE
ADDITIONAL COST



How many sweethearts in your life?

COME ON—drop that hard-boiled mood a minute and think it over. Isn't every man's life crowded with sweethearts?

Remember the first one you ever had? The lovely lady who used to hug you tight when you were a baby? How long is it since you've told her—"Mom, I still love you"?

Maybe you're married and it's years since your wedding day. But isn't your wife still your sweetheart? And don't you call your little daughter your little sweetheart, too?

And even if you aren't a married man yet—there probably is a girl who's the swellest girl in the world to you. But have you told her so lately?

Yes, they love to be remembered—those sweethearts of yours. So we're going to remind you that St. Valentine's Day is coming. And if you're wise in the art of pleasing, you'll send every sweetheart in your life a flower valentine. Send flowers *by wire* if they're to go to a distant town.

For flowers mean a thrill to every woman on earth—whether she's six or sixty. They mean fresh, fragrant beauty and that someone is thinking of her more sweetly than he can say in words. To a woman, there's nothing so touching—nothing that gladdens her heart so deeply as a gift of flowers.

*When your heart says "remember"...
nothing takes the place of flowers!*

And it's so easy, so inexpensive to do this lovely thing. Just telephone or go to the nearest flower shop displaying the F.T.D. (Florists' Telegraph Delivery Association) emblem. Give the florist your order. He does the rest. Whether it's just around the corner, clear across the nation or in Canada, he sees that fresh, beautiful flowers are delivered.

And whether your flowers are for someone in town or a long way off, be sure to buy from an authorized F.T.D. member shop. For F.T.D. florists are the pick of the nation's florists. Florists carefully chosen as F.T.D. members because they have proved to the

Association that they carry finer flowers—and that they give you top-flight service. *Florists' Telegraph Delivery Association.*

**For Valentine's Day—February 14th
WIRE FLOWERS THROUGH AUTHORIZED
F. T. D. MEMBER SHOPS**



**LOOK FOR THIS F. T. D. EMBLEM BEFORE YOU BUY. IT
IS YOUR GUARANTEE OF COMPLETE SATISFACTION.**

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LIFE'S COVER. Lord Halifax, Britain's new Ambassador to the U. S., is here seen as he left Westminster Abbey after attending a wedding during his term as Foreign Secretary. Lord Halifax has several costumes for city wear, but all of them are black. He has many neckties but only two designs: black with polka dots and black with stripes. He wears, as usual, a striped shirt, a white collar, a white handkerchief in his breast pocket, and underneath his formal morning clothes a suit of long underwear. He carries, as usual, an umbrella, and over his withered left hand he wears, as always, a glove.

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How we retired on an income that will last as long as we live!

To Men and Women Who Want Lifelong Security

LAST MONTH Ted, the postman, gave me an important-looking letter. "Looks like a check," he said.

And a check it was—for \$150. When I got another check the next month, he was obviously curious.

"This check," I explained, "is my retirement income—mine and Kay's. These checks will keep coming every month as long as we live. And all because Kay is a far-sighted woman."

"Far-sighted?"

"Yes, Ted. When I was in my thirties, Kay began thinking about the time when we'd be older, when maybe I'd be tired of working so hard. She came to me and said, 'Harry, I'm worried about our future. We haven't saved much. We haven't got security. You're a wonderful provider, but we're spending money as fast as it comes in. Let's do something about it!'

"Well, sir, I opened a savings account and for a while it looked as if we were getting somewhere. But things came up and the savings account didn't grow very fast.

"Then I thought about stocks and bought a few shares that looked good. I was about to buy more, when the market nose-dived. So I gave that up.

"Kay and I became discouraged. And then one day

we heard about the Phoenix Mutual Retirement Income Plan.

"The minute we saw this Plan, we knew it was just what we needed. It showed how we could get a retirement income, beginning when I reached 55. And it wasn't just an income for me alone. The Plan actually guaranteed an income for both Kay and me as long as either of us lived!

"I began using that Plan. I invested a portion of my earnings in it each year. And now, Kay and I are getting a retirement income—not only as long as I live, but as long as she lives, too!

"We have the things we want—security for both of us, the opportunity to travel, to live fully and well. We can laugh at worries. We can be sure of comfort and happiness in the years ahead—with an income guaranteed for life."

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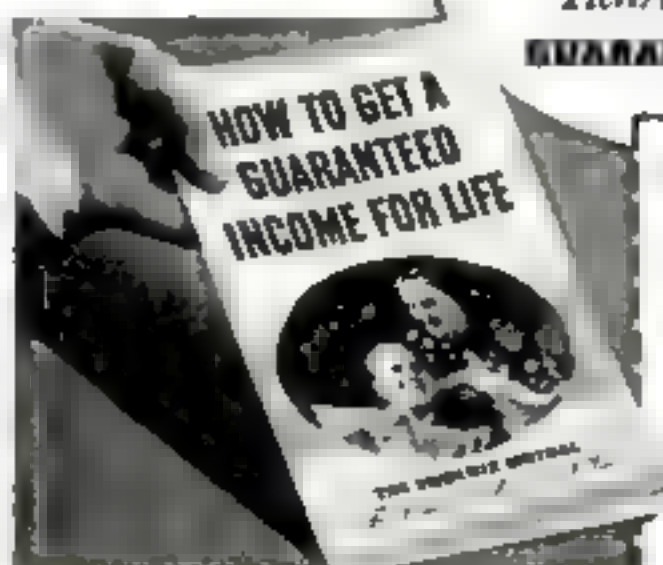
This story is typical. Wouldn't you like to make sure of your own future? Send the coupon below and you will receive, by mail and without charge, a copy of the new 32-page booklet which tells about the Phoenix Mutual Plan. The booklet shows how to get a life income of \$100, \$150, \$200 a month or more at 55, 60, 65, or 70. It tells why you don't have to be rich to retire. Your

copy will be mailed without cost or obligation. But don't delay. Don't put it off. Tear out the coupon and mail it today!



ESTABLISHED 1853

PHOENIX MUTUAL Retirement Income Plan GUARANTEES YOUR FUTURE



Phoenix Mutual Life Insurance Company
458 Elm Street, Hartford, Conn.

Please send me by mail, without obligation, your book describing the PHOENIX MUTUAL RETIREMENT PLAN.

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A GUIDE TO GOOD EATING



Hershey, Pa.: Famed as America's "Chocolate Town," this charming model village is equally renowned for the magnificent Hotel Hershey set down on a 10,000-acre farm in the foothills of the Blue Ridge Mountains. "Sport is King" at Hershey, with golf, horseback riding and tennis featured. After busy days on the four golf courses or miles of bridle paths, guests

return to the culinary delights of the two spacious dining rooms. Seventy-five percent of the food so expertly prepared and appetizingly served comes from the great Hershey farms. And of course, ruddy full-flavored Heinz Tomato Ketchup is always handy when diners wish to add an extra filip of zesty flavor to tender steaks, chops or omelets.



Dallas, Tex.: High bidder for "Dallas Domino," grand champion steer of the National Hereford Show, was the Baker Hotel of Dallas. From this tender beef were carved the juicy "Lone Star Steaks" popular with patrons of the smart Mural Room. Diners discover that even prize-winning beef tastes better when sauces such as Heinz Beefsteak, Heinz Tomato Ketchup or Heinz Chili Sauce are used.



KEY to fine fare at fashionable restaurant or humble roadside stand, Heinz Tomato Ketchup is sure of a warm welcome wherever served. For everybody relishes the richness of this ruddy condiment! It's the cooked-down goodness of Heinz pedigreed tomatoes, Heinz Vinegar and piquant imported spices. Small wonder it's the world's largest-selling ketchup! Just a dash of Heinz Tomato Ketchup imparts zip to steaks, stews or hashes. So if you don't see the familiar octagonal bottle at your favorite dining place, ask for it. Here's real magic that makes good food better!

57



Philadelphia, Pa.: Close to the hustle and bustle of Philadelphia's big produce market, Arthur's Restaurant, on cobblestoned Chancellor Street, boasts a home 150 years old. Arthur Effron, proprietor, believes good condiments should accompany good meats and serves his guests mouth-watering Heinz Tomato Ketchup, Chili Sauce or 57 Beefsteak Sauce.



Washington, D. C.: Up the Potomac come Chesapeake Bay's choicest sea foods to be served appropriately in the Neptune Room of the Earle Restaurant. This dining spot is a favorite with theatrical and government folks—and both relish the delightful tang that luscious Heinz Ketchup gives to chops, steaks or fish. Heinz Chili Sauce is a close second in popularity.



New York City: One of Broadway's oldest restaurants, Roth's Grill attracts patrons from the four corners of America. Specializing in delicious hot sandwiches served from a grill, Roth's keeps an ample supply of Heinz Tomato Ketchup and Chili Sauce on hand to lend extra zest to customers' favorites.



IN LIBYA FAST MANEUVERABLE BREN GUN CARRIERS CARRY AUSTRALIANS AND THEIR MACHINE GUNS DEEP INTO RANKS OF ENEMY. THE DESERT IS FINE FOR MANEUVER

AFTER MUCH TALL TALK, MUSSOLINI TAKES A BAD LICKING IN NORTH AFRICA

Benito Mussolini has often told his people about Fascist Italy: "a hard Italy, a warlike Italy, an Italy strong in will power, a block of tempered steel. We prefer to be feared rather than loved, and we care not if we are hated. . . . In the 21st Century, Italy will have the primacy of the world." And, when he declared war last June, "This is a conflict of fruitful, useful peoples against peoples who are in a decline. . . . Strong, proud, compact. . . . There is only one order: Conquer!"

In early December the Italian Army in North Africa, outnumbering the British more than two to one in men, four to one in planes, lay mysteriously passive. On Dec. 9 British General Wavell launched his cruiser tanks against the only Italian armored division in Africa. He did not expect to get anywhere but, just in case, he had massed all his 100,000 men in reserve. To his astonishment the Italians fell apart. On Dec. 11 he took Sidi Barrani and 40,000 men. On Jan. 5 he took Bardia and 40,000 men. On Jan. 21 he took Tobruk and 25,000 men. On Jan. 30 he took Derna and raced his mobile troops westward toward Benghazi. He now had behind barbed wire 120,000 of the original Italian Army of 250,000. So much for Mussolini's great boasts.

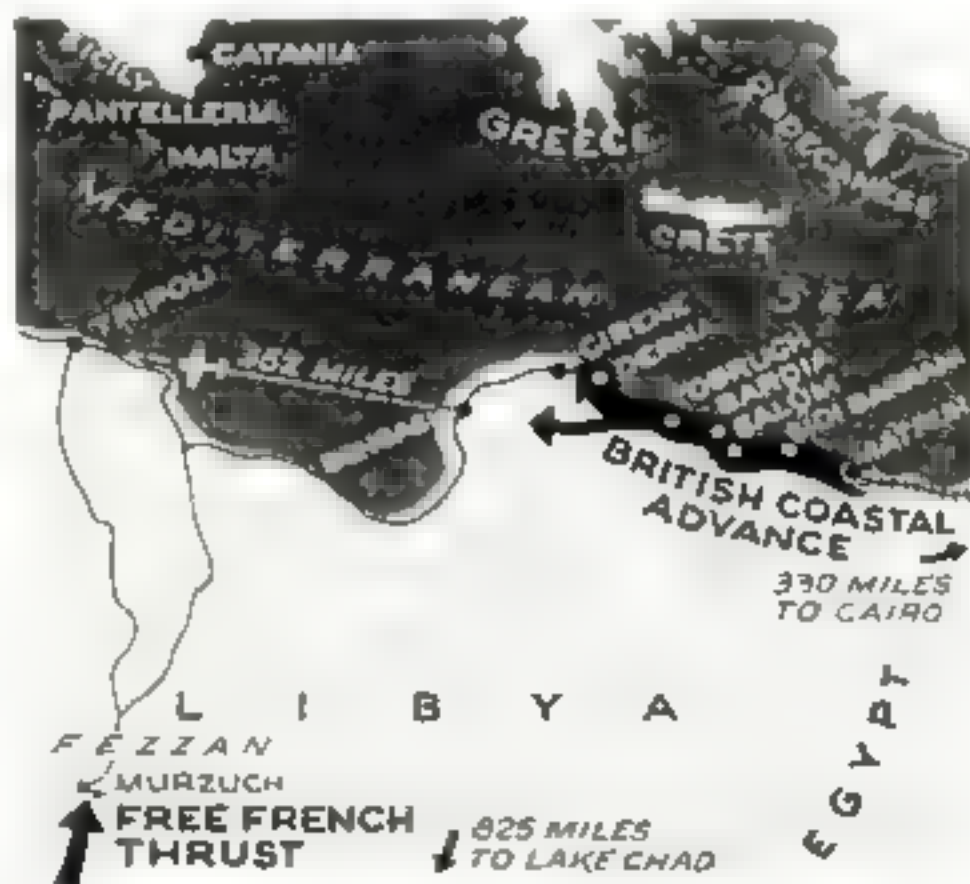
But one kick in the pants takes all the heart out

of a boaster. A clammy feeling of guilty despair filled the plain Italians who had heard so often that they were indomitable and invincible. The usual proportion of one fanatic out of 20 men fought with mounting fury but the other 19 were sick of it. Nevertheless Mussolini, who as long ago as 1927

called the world crisis for the years 1935 to 1940, had maneuvered his poor country into a spot where it had to go on taking its licking.

There were many technical reasons for Italy's disgraceful defeats, but the chief reason was Mussolini's cunning plan to take a jackal's portion for nothing from a German victory. In detail, the Italians had failed to use any of the lessons which they themselves discovered in the Spanish civil war, chiefly for the benefit of Germany. They had few tanks and those without swiveling turret mounted cannon. They had ridiculous tankettes, slow planes, little anti-aircraft. The Germans had sent down their junk to the Italians—Czech anti-aircraft and machine guns, even some British stuff from Denmark.

What won was the British offensive spirit shown by the mobile little Bren gun carriers racing across the sand in the picture at the top of the page. In the treeless desert they provide cover from rifle and machine gun fire, though not against anything heavier. Above all, they enable the machine gun crews to move their guns fast into action with some protection, to maneuver and strike. The Australians who hit the Italians hardest had had only a year of training and were not yet at their peak. The Australians, however, had not heard Mussolini's speeches.



British advance rushes 450 miles in two months. Conquest of Tripoli will give British handy air bases to bomb Italy



Opening jab of British campaign in North Africa struck Dec. 9 at the plateau of Nibeiwa in Egypt. Here was Italy's only armored division in Africa under brave General Pietro Maletti. The British plan was merely to feel out the Italians with new Christie cruiser tanks mount-

ing fine 40-mm guns in the turrets. But so hard and fast was the British attack that the Italian division collapsed immediately, these slow light tanks were outmaneuvered and captured without a scratch. Maletti died of a bullet in his chest and the grand assault was on.



British barrage (above) pounds Bardia Jan 2, while Italian artillery and machine guns are so completely silenced that British stand in open beside their truck (far right). The Italians are now deep in their dugouts. Two such bombardments, by guns, ships and planes, preceded at-

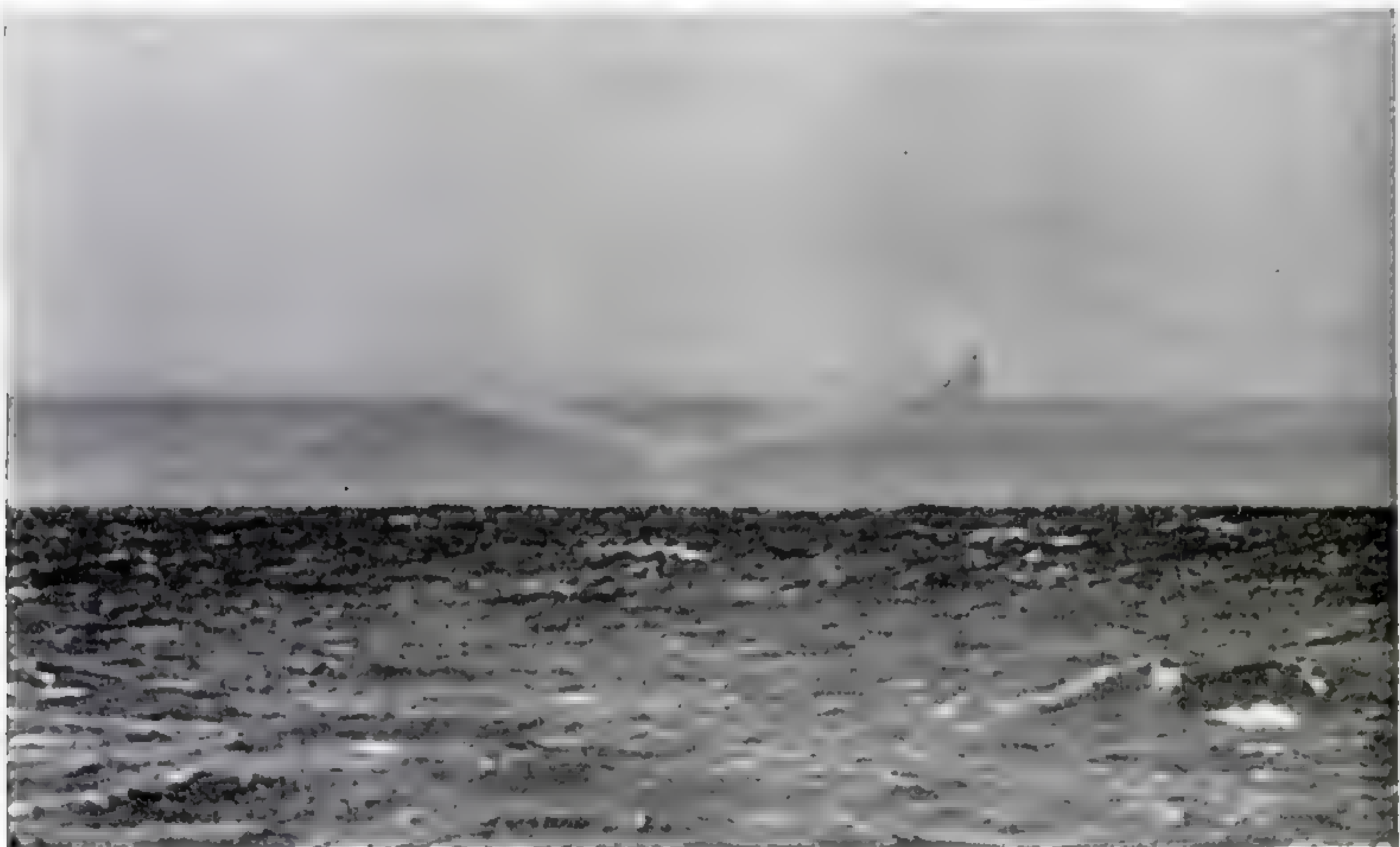
tack of Australians singing *The Wizard of Oz*. They broke through two concentric circles of fortifications, captured 45,000 men and five generals. Some of the prisoners, including many Libyan natives, are shown below being marched to the rear in a cloud of desert dust.





The British Navy worked with Army and Air Force to reduce Bardia. Here are the two 15-in. guns of British monitor *Terror*, which is just a barge for the two big guns. She is shelling Bardia

at extreme 20-mile range. She similarly shelled German-held Ostend and Zeebrugge in World War I. Here, without a smoke screen, she is backed up by the British Mediterranean Fleet.



The "Terror's" shell lands on the escarpment of Bardia and throws up a plume of debris. The cleft in the shore is one of the *wadies* into which the Italians had burrowed. The result of this

shelling was to silence the Italian batteries and finally a huge segment of cliff collapsed, throwing shore guns, gun crews and ammunition trucks onto the beach. Smoke obscures the scene.



Free French Catholics in the British Army before Bardia attend desert mass on Christmas Day. The priest has unpacked

his much-folded surplice and uses his Ford station wagon as apse of his church. Notice that cold makes men wear over-

coats and balaklava wool helmets. One soldier has protected his British Lee-Enfield rifle against sand with a breech cover.



Five Italian prisoners, who have already been thoroughly searched for arms, put their hands up for this British

guard and the photographer. Discouraged Italians, like all prisoners, are a poor advertisement for their Army.



Italian Fiat fighter, all right in the Spanish civil war but no good now, tried to land on one wheel and ripped off a wing. It makes 272 m. p. h.



One of the guns demolishing Brescia (see p. 20) is this 6-in. howitzer in action. It is entirely in the open, though the pho-

tographer stands in the hole for ammunition supplies and protection against Italian bombers. The recoil kicks up dust

Brackets are worse than no camouflage at all. Howitzers can drop a shell on a tank at 1,500 yards. This one is good.



A souvenir hunter's envy is this British airman with his Italian bagle, Fiat plane name plate, Carcano rifle, machine gun, sword, cap, boots.



Brave Italian artilleryman (foreground) fought his gun to the death. This ancient 3-in. gun, mounted on a hum-

mock behind parapet, must be heaved around to change direction of fire. It makes a crude sort of anti-tank gun.

British victory (continued)



ETHIOPIA'S EX-EMPEROR HAILE SELASSIE TAKES THE SALUTE FROM HIS SON, THE PRINCE OF HARAR, AT THE HEAD OF A COLUMN OF ETHIOPIAN EXILES IN THE LUDAN



Prime Minister of South Africa, Lieut. General Jan Christiaan Smuts, flies London to Nairobi to see his own South Africans in the front lines of Kenya.

ETHIOPIANS AND BOERS SQUEEZE EAST AFRICA

Definitely a side issue is the vast, half-digested Italian empire of East Africa, made up of Ethiopia, Eritrea and the Somalilands. Cut off from supplies of arms and oil, it will collapse of itself if British arms are victorious elsewhere. But Britain is doing what it can to hasten the collapse.

A small British mechanized force was last week stampeding the Italians back into Eritrea. Into Ethiopia flow the cunning Comquering Lion of Judah, Haile Selassie, now filled with murderous rage against the Italians who raped him of a kingdom. He had got the crucial support of the Coptic Christian Church, whose patriarch lives in Cairo. Five rival patriarchs named by the Italians have died of sudden deaths. The Emperor's unique war drums, *ff of fff*, come down the valleys. British officers were training such small units as that above, armed with 20-year-old French *l'afel* rifles, probably seized by an interned French warship. Cried the little Emperor: "Raise arms against the enemy who has come to destroy your race, rob your property, blot your glory, pollute your blood."

Quite different are the white troops from South Africa, closing in from Kenya. A truly great man is their chief Prime Minister General Smuts, *ff*, who fought the British stubbornly in the Boer War, *ff*, and *ff* in World War I. He has fiercely rallied most of his Boers to aid this war, though some still favor Germany. His own son has seen the front line. These South Africans are tremendous desert fighters, stubborn, clever and enduring, but there are not many of them.

BIG, TOUGH SOUTH AFRICANS RAISE CHEER FOR THEIR PRIME MINISTER, GENERAL SMUTS, ON BORDER OF ITALIAN SOMALILAND. THEY LATER STRUCK AT ITALIANS





JACK COWAN

Free French attack isolated Italian oasis and air base at Murzuk in southern Libya Jan. 27. Model-T Fords and Hueselad Tunneys from Lake Chad charge together, so surprising Italians that gunner in foreground is shot before he can load. French column came 400 miles across desert and mountains, destroyed planes and went back.

Slumbering Italian bombers at Bence, air base west of Derna, are surprised by British Blenheims Jan. 30. Italian Savoia Marchetti biplane was being loaded when hit. It is further slowed up by its own bombs. At right is a Fiat fighter, at left, a lone Breguet machine gunner. Italians soon withdrew air bases farther west.



Administration ties its own hands on Aid to Britain as Hitler promises knockout blow by spring

Adolf Hitler, he said himself last week, is going to deal Britain a knockout blow this spring—just a matter of weeks. Whether Britain survives that blow will depend, to an incalculable degree, on how far and how fast President Roosevelt supplies her with the ships and planes and tanks and guns he promised in his State of the Union message to Congress, Jan. 6. Meanwhile the Lend-Lease Bill which the American people understood authorized the President to make all-out U. S. aid to Britain really effective was wending its slow way through House and Senate.

But what the American people couldn't understand last week was a strange tendency by Administration spokesmen to deny any intention of using the wide powers delegated the President by the Lend-Lease Bill. Mr. Roosevelt twice denied any intention to transfer more warships to Britain—once on Jan. 10 when he said there's no point in talking about more destroyer transfers because no one has suggested such a transfer and again on Jan. 17 when he called such an idea cow-jumped-over-the-moon, old Mother Hubbard stuff. On Jan. 28 General Marshall, Chief of Staff, declared: "We are not planning to spare any of our existing air equipment to the British, we have a need for all the modern equipment delivered to us."

As to using U. S. warships to convoy merchantmen to Britain, the President told his press conference on Jan. 21 he had never considered the idea. On Jan. 17 Secretaries Knox and Stimson advised the House

Foreign Affairs Committee that the U. S. had no intention of using its Navy to convoy ships through the war zone.

Just why the President and his colleagues should deliberately tie their hands in advance on the Aid-to-Britain program was hard to understand. Perhaps it was the politics of getting the Lend-Lease Bill passed. Perhaps it was a blind to cover other plans the public had not yet guessed. One hint came on Jan. 31 when Chairman Sol Bloom of the House Foreign Affairs Committee remarked that, though the amended Lend-Lease Bill did not grant the President the power to convoy under that measure, he still had such power in full under his Constitutional authority as Commander in Chief of the Army and the Navy and that it would take not a mere act of Congress but an amendment to the Constitution to deprive him of that power.

Ford on the Spot. At River Rouge, Mich., the world's biggest industrial plant still remained largely outside the national defense effort. As of last week the Ford Motor Co. was working on two Government orders: one for 4,000 airplane engines and the other for 1,500 midget trucks. But Sidney Hillman, associate director of the Office of Production Management, turned thumbs down on any more Ford contracts until the company agreed to abide by the same labor requirements imposed on other companies receiving contracts. At Mr. Hillman's insistence, the War Department last week turned down Ford's bid, though it was the lowest, on 11,781 Army trucks.

To an audience of Yale students, Mrs. Roose-



FORD

velt declared that her husband "could take over Mr. Ford tomorrow" if an emergency existed. This was no more than the truth, as the President admitted at his press conference. Mr. Ford's answer to this threat was a counter-offer to take all defense orders at cost if other manufacturers would do likewise.

Hitler Speaks. Adolf Hitler told 20,000 Nazis in Berlin's Sport-Palast that "1941 will be a historic year for the new European order." In 1941 he promised to crush Great Britain.

For 90 minutes he spoke (and coughed) with ill-concealed anger. He was mad at U. S. aid to Britain—"Every ship, whether with or without an escort, that comes before our torpedo tubes will be torpedoed." He was mad at English "stubbornness"—"wherever we can defeat England we will defeat her"—and he challenged them to invade the continent. Of Japan, his ally, Russia, his accomplice, and defeated France, his victim, he said not a word. He admitted Italy's "occasional lack of success," but warned that "the Duce and I are neither Jews nor opportunists. When we shake hands, it is the handshake of men of honor."



RAEDER

In Bremen, addressing naval shipyard workers, Grand Admiral Erich Raeder promised them that after the war Germany will build a huge fleet and maintain "large overseas naval bases." The new German fleet, he said, "will take the protection of German interests in the world into its strong hands and will carry the German flag and the German name, together with the German merchant fleet, over the space of the globe."

Willkie Invades England. Last week Wendell Willkie did what Hitler has failed to do: he took England by storm. The British, who had viewed Willkie with some suspicion for campaigning against Roosevelt, were completely won within six days. As a reporter for the *London Herald* put it: "Then somebody calls 'Three cheers for Mr. Willkie!'—and well, that's how it is."

Willkie overwhelmed the British with his energy. In six days he dined with everyone from Churchill and Beaverbrook to Herbert Morrison and Sir John Simon.



WILLKIE WEARING TIN HAT IN LONDON PUB

He visited fire-gutted City of London, Dover, Hell's Corner on the coast and five London shelters during a night air raid. He discussed labor questions with members of the Trades Union Congress and attended a debate in the House of Commons which he called "the most dramatic example of democracy at work."

Willkie loosened up the British with his own informality. He buttonholed a wounded soldier on the street and asked him about the war. He interviewed chambermaids, Irish barmaids, waiters and policemen. Unexpectedly he dropped into a pub and got into a game of darts (and lost). Then he stood a group of soldiers to a round of beers.

"Don't Shoot." When photographers began taking pictures of Anthony Eden during a speech, he raised his hand, said, "Don't shoot, please." Next day the German radio reported that "An attempt was made on the life of Mr. Eden, English War Minister, yesterday."

Strain in Italy. By last week seven members of the Italian Cabinet had been sent and two more were on the verge of being sent from Rome (safest city in warring Europe because of the Pope) to military commands in Africa and Albania (worst places for any Italian to be). Included were Foreign Minister Ciano and Roberto Farinacci, Minister of State, whose latest photograph was not likely to please "Aryan" Adolf Hitler (see picture).

Other signs of Italian war strain last week: restaurants began rationing spaghetti, rice and noodles; private gasoline rations were cut as much as 25%; hard-pressed Germany was called on to send more synthetic gasoline, chemicals and even transfer food to hard-pressed Italy. Though hotly denied, reports persist in claiming that Milan and Turin workers had rioted against German troops.



FARINACCI

PICTURE OF THE WEEK

Long-sought prize of picture editors everywhere, the first shot of American bombing planes at Newfoundland ready to hop off for England came exclusively into LIFE's hands last week. Photographer: R. H. Shreve, prominent New York architect and recent visitor at Newfoundland Airport, Gander Lake. Excellent cameramateur, he was permitted by the airport control office to make the rare snap which the British Embassy in Washington approved for LIFE's use.

Between hangar and administration building a Douglas B-18 medium bomber and a Hudson reconnaissance bomber's tail are seen at the lonely base against a backdrop of blowing powdery snow and spruce wilderness. Canadian soldiers, bayonets fixed, keep vigil at dawn. That night these planes were flying to England.



Two American bombers poised for take-off in Britain from Newmarket, N.H.





A CROWD OF 100,000 MARCHED PAST BARGAIN COUNTERS DURING FIRST WEEK OF SALE. BOUGHT \$500,000 WORTH OF ART. SPECIALLY HIRED ART EXPERTS ARE SALESPEROPLE

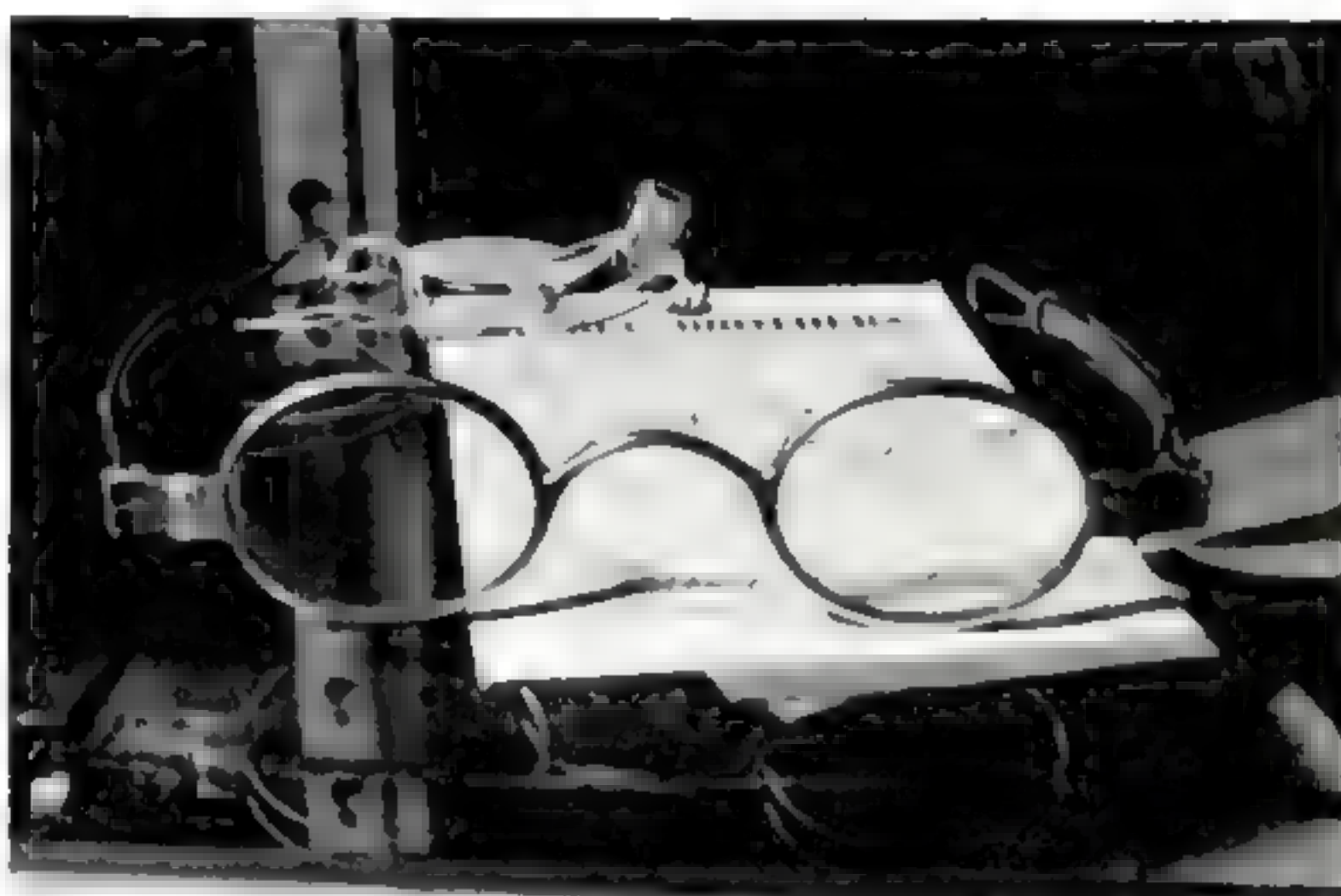
HEARST'S FABULOUS ART GOES AT BARGAIN PRICES

The enormous and unbelievable collection of art and antique objects which William Randolph Hearst gathered unto himself came to an unheard-of end last week on the bargain counters of Gimbel Brothers department store in New York City. Tagged at bargain prices, some 7,500 items went on sale at Gimbels which offered an Egyptian statuette for 35¢

and a set of medieval tapestries at \$199,894. In the warehouse, waiting to fill counters as they emptied, were another 7,500 items, including a medieval monastery all ready to be set up. Appraised variously at \$15,000,000 to \$50,000,000, the collection does not include any of the possessions to which the 77-year-old publisher still clings in his castle at San Simeon.



VIRGIN: \$320; TAPESTRY SET: \$199,894



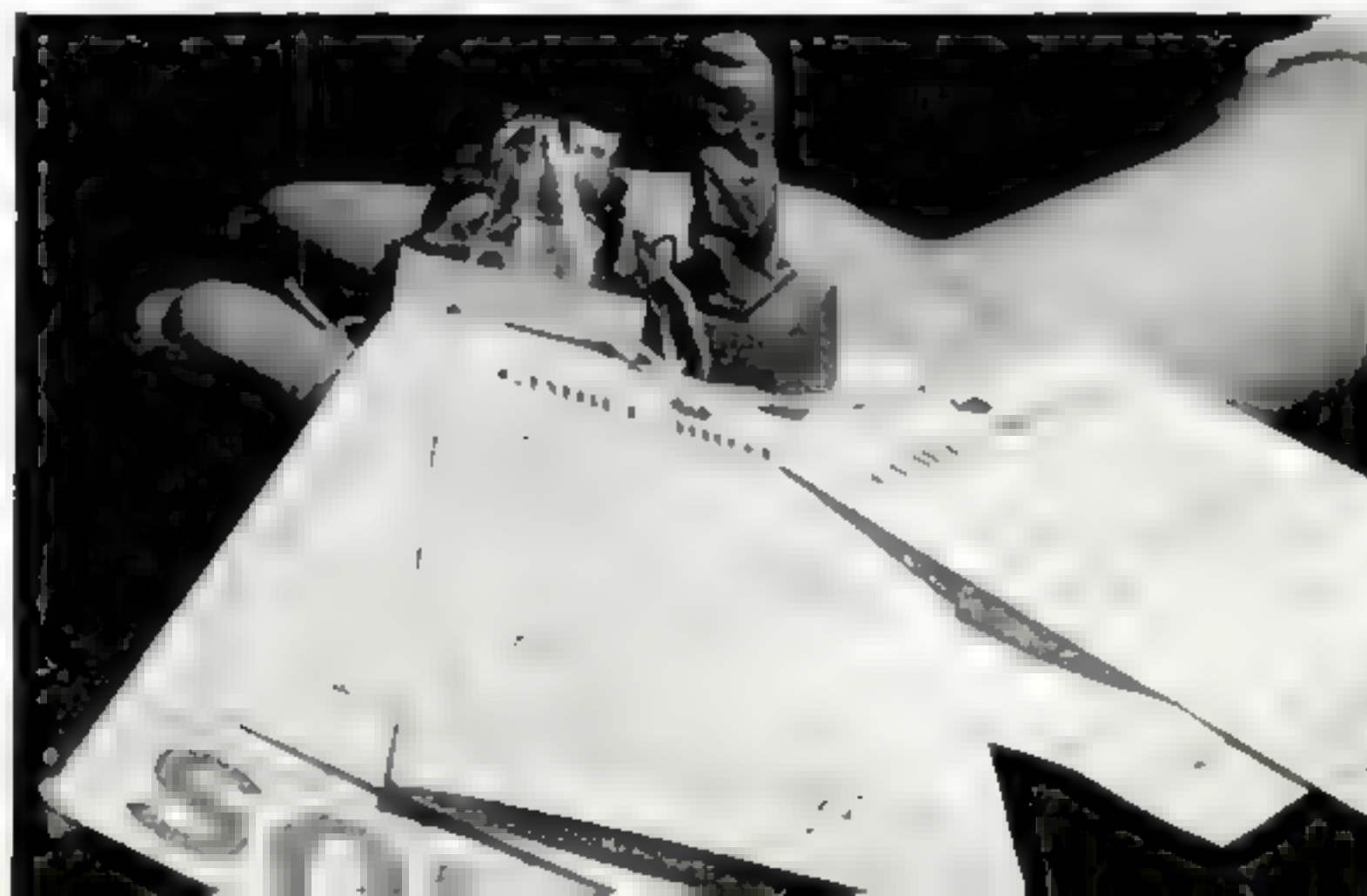
BENJAMIN FRANKLIN'S SILVER-RIMMED SPECTACLES WITH HIS NAME ENGRAVED: \$325



MARBLE STATUE OF HERCULES: \$275



BRONZE GERMANICUS CAESAR: \$266



FAST SELLING LOSS LEADERS: SMALL EGYPTIAN FIGURES PRICED AT 60¢ AND 35¢



CHEAPEST PIECE OF ARMOR: \$4.80



Outstretched hands of admirers greeted Miss Turner everywhere. Sometimes they wanted Lana's autograph and some-

times they simply wanted to touch Lana. Lana showed up at six hotel parties, two theaters and one breakfast,



Mrs. Roosevelt cuts 120-lb. cake with silver knife, watched by 14-year-old Anna Sklepovach (left) whose hoax invitation became a triumph.

LOVELY LANA & SWEET DEANNA ARE BELLES OF BIRTHDAY BALL

There were 8,261 Birthday Ball parties on Jan. 30 to celebrate President Roosevelt's 59th birthday by raising money to fight infantile paralysis. Center of the celebration was Washington where Hollywood's stars came to help the cause and get a good play in the papers. Belles of the 1941 balls were Lana Turner, Sweater Girl who has renounced sweaters, and Deanna Durbin, Sweet Sixteen, Girl who is now 19. Wherever they went the mobs were sure to go. Most of all they went where Lana went.

Lana made a favorable impression on everybody. As she took leave of President Roosevelt, he looked after her and remarked: "I wish I were going along." At dinner, Clifton Fadiman of *Information Please* introduced her as "the sweetheart of 40 fraternities . . . who has French, Danish, Swedish and Irish blood flowing through her veins—all in a friendly way." Taking another look at Lana, the fascinated Fadiman added: "God, this country is worth fighting for."



Between appearances Lana rushed around in a limousine with four male escorts who acted as guides and buffers.

Lana mended her hair-do, dabbed perfume on herself and straightened out her disordered \$200 evening dress.



Lana leaned over the wheelchair of a paralysis victim to sign her autograph while a lad who couldn't believe his eyes stared gape-mouthed.



The spirit of democracy was somehow displayed when Deanna Durbin and William Knudsen danced together to a hot ver-

sion of *Tea for Two* at the Gold Plate breakfast. Deanna discovered that the Defense Commissioner was "a really fine danc-

er." Their conversation was opened by Mr. Knudsen with: "Well, Miss Durbin, now you're dancing with a grandfather."

BOMBED LONDON RAILWAY IS REMADE AS GOOD AS NEW IN FOUR HOURS



These tracks of the London & North Eastern Railway just outside the metropolis were squarely hit by a German bomb and three tracks knocked out (*above*). Immediately ballast cars and a shovel crane rolled off a siding and pot red crushed stone into the crater. Other cars with girders, rails and ties had come with maintenance-of-way crews. Three hours after the bomb landed, the three-score men above are leveling the filler. In another hour,

the repairs have been completed and a train rolls through (*below*). This is a prime sample of what brave, steady-nerved, organized men can do to defeat bombing. The same thing goes on in factories, stores, private homes, power plants, airfields, docks. Added all together, it means that the military effectiveness of bombing has been wildly over-rated. For these tracks are also defended by British fighter planes, anti-aircraft guns and British courage.





*Aim for
the Best*

CHESTERFIELD

Right here is the cigarette with high score
for **REAL MILDNESS, BETTER TASTE and COOLER SMOKING.**
Chesterfield's right combination of the world's best cigarette
tobaccos is winning more and more smokers like yourself.
Try them . . . you can't buy a better cigarette *They Satisfy*



The dog that lost his job

A ST. BERNARD'S JOB used to be to trudge through the snowdrifts with his friendly cask to rescue the weary traveler.

Today's St. Bernard sleeps by the fire while weary travelers, half-frozen skaters, benumbed skiers and ordinary tired business men like you and me, hurry in out of the cold to a Four Roses Hot Toddy—the most magnificent Hot Toddy that ever warmed the cockles of your heart.

To make a Hot Toddy such as we're talking about, you must, of course, have a bottle of Four

Roses in the house. So make certain you have—then follow these simple directions:

Recipe for world's finest Hot Toddy

Put a piece of sugar in the bottom of a glass and dissolve it with a little hot water. Add a twist of lemon peel (graze it gently)—a piece of cinnamon— and 4 cloves. Now pour in a generous jigger of that matchless whiskey, Four Roses—fill glass with steaming hot water, carry it with loving care to your favorite chair before the fire—and relax!

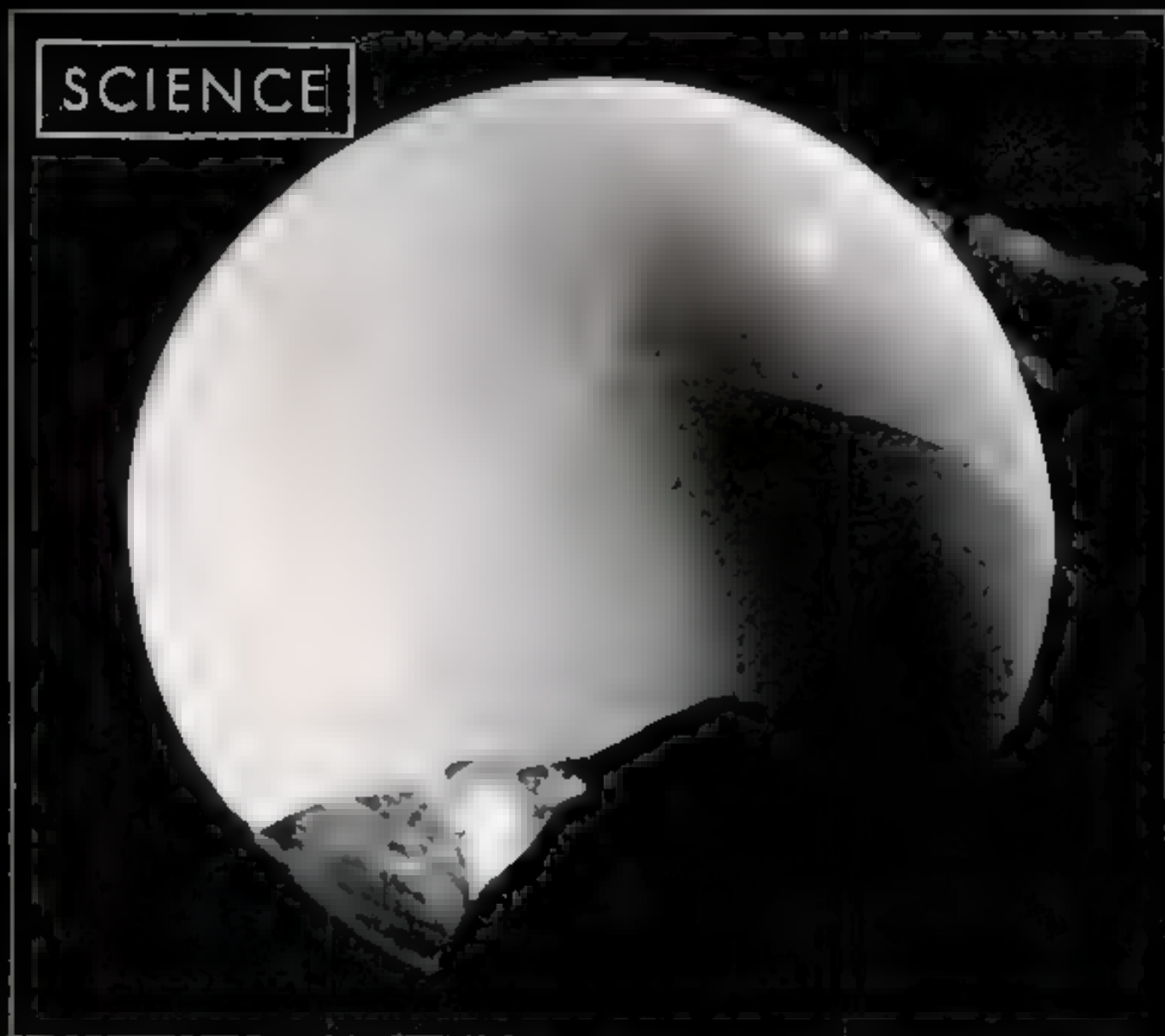
And as you sip the mellow, spicy goodness of

this warm and fragrant masterpiece, no one will have to tell you that today's Four Roses is a whiskey finer than any you have ever known.

FOUR ROSES



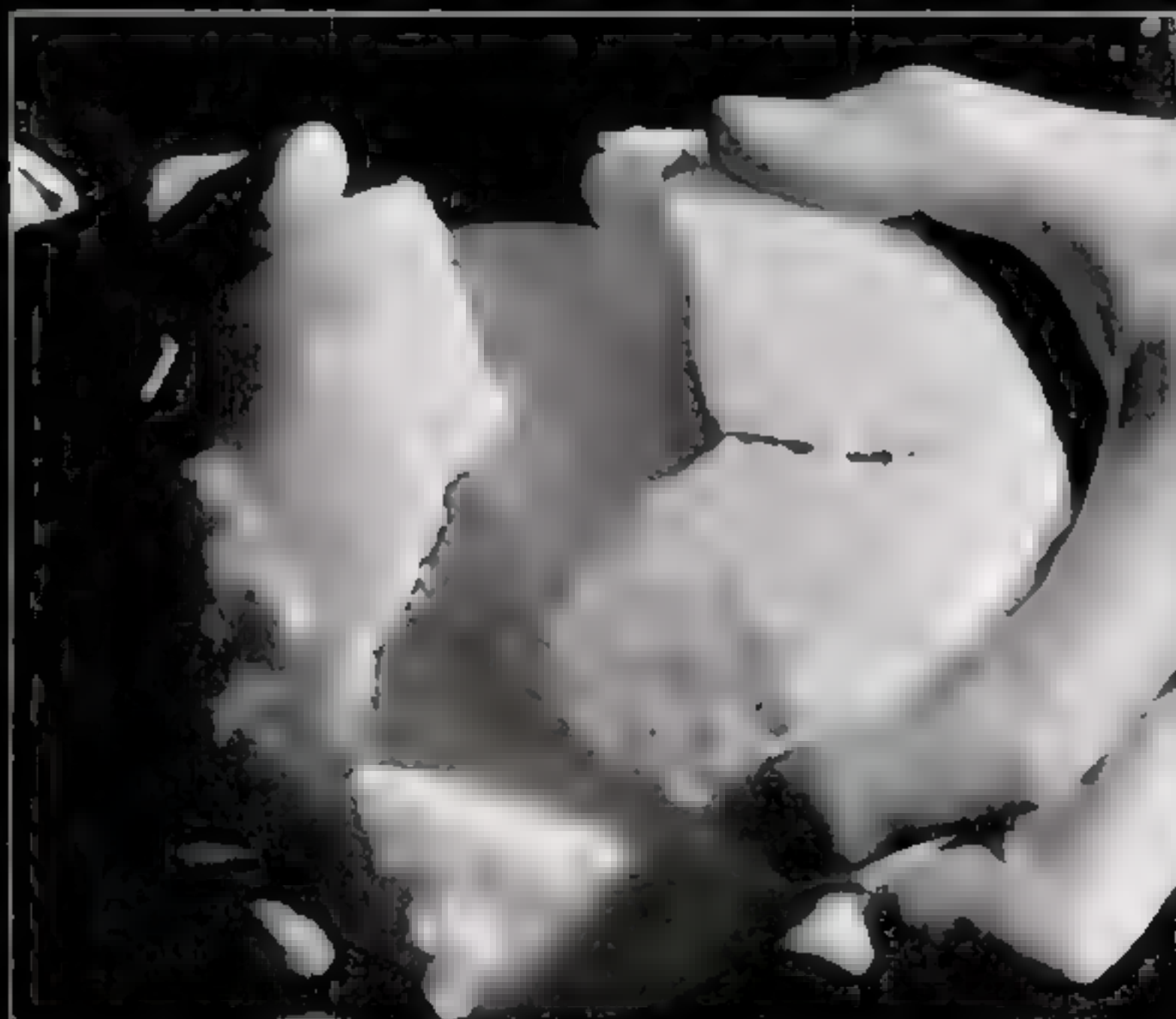
A blend of straight 4 roses 90 proof. Imported by Distillers, Inc., Louisville & Baltimore



PARAFFIN COAT ON SPHERE OF ICE SHOWS FRACTURE LINES AS ICE BEGINS TO EXPAND



WITH FURTHER FREEZING SPHERE REACHES FULL EXPANSION AND FRACTURE IS COMPLETE



FRACTURES MAKE TWO CIRCLES AROUND SPHERE LIKE EARTHQUAKE PATTERN IN MAP BELOW



THREE FRAGMENTS SHOW HOW TWO CIRCULAR FRACTURES SPLIT PARAFFIN CRUST

EARTHQUAKES

Earth's crust and ice balls break in same pattern

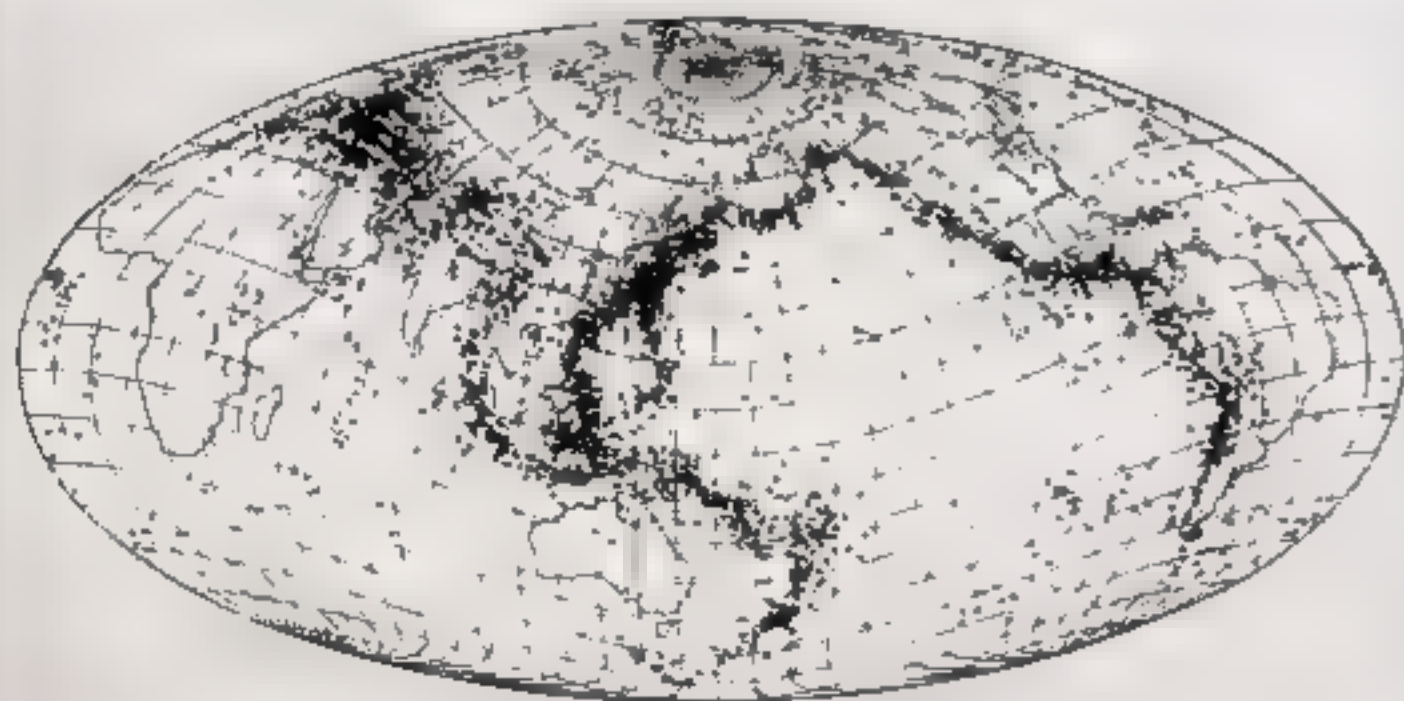


CHART OF EARTHQUAKE FREQUENCY SHOWS PATTERN SIMILAR TO BREAK PATTERN ABOVE

Since Dec. 20, in Center Ossipee, N. H. (pop. 300), a series of 17 mild quivers in the earth's crust has elevated local gossip to lofty speculation on the laws of nature. On a grander scale earlier last year, a series of major earthquakes severely jolted the international position of two European nations, Rumania and Turkey. These were representative of the 150 major earthquakes that register every year in wavy squiggles on seismograph cylinders. From them seismologists have learned a great deal about the history of the planet, the nature of its deep interior and the laws that maintain its quivering equilibrium. The most recent report to laymen on earthquakes and on the progress of the science is *Our Trembling Earth*, by Joseph Lynch, S. J., famed head of Fordham University's seismological laboratory.

Earthquakes are fractures in the earth's outer crust. The statistical distribution of earthquakes (see map at left) establishes a definite connection between the major earthquake fractures and the world's major mountain systems. Parallel one another, they describe two great circles around the earth, which meet in the Andes in northern South America and in the Malay Archipelago and roughly trisect the earth's surface.

One theory that explains this system of mountain ranges and earthquake faults is demonstrated in the four pictures above, in which an ice sphere coated with paraffin represents the earth and its crust. The sphere of ice expands as it freezes and splits the paraffin coat in a two-circle pattern that unmistakably suggests the pattern of the earth's mountain ranges. Any sphere of ice so coated always produces the same break pattern. Seismologists wonder if the same physical law that governs the break pattern in the brittle crust of the ice sphere also governs the almost identical break pattern in the brittle crust of the earth.



Cut-ups cut down unpleasant breath with one fell swoop of a WINT-O-GREEN LIFE SAVER. Try Wint-O-Greens today—they take your breath away.



Love is like a CRYST-O-MINT—sweet and flavory... a fragrant breath of Spring... something that you hope will last forever!



Little girls with big appetites need something to freshen their mouths after eating. That something: cool, refreshing WINT-O-GREEN LIFE SAVERS.



Everybody's breath offends sometimes after eating, drinking, or smoking. Let LIFE SAVERS save yours. 13 delicious mint and fruit flavors. Sold everywhere. 5c.

\$2500⁰⁰ IN CASH PRIZES!

Just tell us why you like WINT-O-GREEN Life Savers
...in 10 words or less.

1. Each week for 10 separate weekly contests, 26 cash prizes will be awarded. 1st Prize: \$100.00 cash; 5 prizes of \$10.00 each; 20 prizes of \$5.00.
2. Enter each weekly contest as many times as you wish. Contests end March 29th, 1941. Send entries to Life Savers Contest Editor, Port Chester, N. Y.
3. Include a Wint-O-Green Life Savers wrapper (5¢ package) or reasonable facsimile with each entry.
4. Wint-O-Green counts one word, Life Savers counts two.

5. Prizes are awarded for answers best for advertising purposes, in opinion of the judges.
6. In case of tie, duplicate prizes will be given. Decisions of judges will be final. Contest open to residents of U. S. and Canada. All entries become property of Life Savers.
7. Each week's contest closes Saturday midnight. The date your entry is received at post office in Port Chester, N. Y., is official date of entry. Prize winners will be notified by mail.
8. Employees of Life Savers or their advertising agency, or their families may NOT enter.

Earthquakes (continued)

17 TEMBLORS LEAVE CENTER OSSIPPEE, N. H.

Until Dec. 20, 1940 the most recent event of importance in the geologic history of Center Ossipee, N. H. was the continental glacier which, aeons ago, smoothed the contours of the adjacent hills and fashioned a pocket in the earth for Lake Ossipee. Early in the morning on Dec. 20, and 16 more times in the next three weeks, the 300 residents of Center Ossipee were reminded that only a brief interval in geologic time separated them from the glacial era. Still readjusting itself to release from the weight of the two-mile-thick glacier, the earth under Lake Ossipee slipped and jolted toward a new equilibrium. Resulting temblors, felt mildly throughout New England, left no appreciable damage. But on the epicenter, at Center Ossipee, they left a town less secure in its placid hills and with a lore of strange fact and fancy to satisfy its future generations.



Center Ossipee, bisected by the Boston & Maine Railroad, usually enjoys quiet winters, with woodworking shops and sking tourists providing chief sources of income.



Bowels were scattered by earthquake in Center Ossipee mill. It took employees several days to sort them out, tie them into bundles again. These will make flagsticks.

RICH IN SEISMOLOGICAL FACT AND FANCY

With the first quake, at 2:27 A. M., lights went on all over town as the male members of the family descended to the cellar to see what was wrong with the furnace. Not until reported from seismographs a hundred miles away did they know that their village was an epicenter. Succeeding quakes found them well prepared. Though quakes left no gaping chasms, residents had no lack of stories on smashed china, cracks in walls, spilled woodpiles, toppled chimneys. Inseparable from rumors that the lake level had fallen dangerously were reports that eggs failed to hatch, that church bells rang at unaccustomed times. Beneficiaries of the disturbance were pupils of the Center Ossipee high school, which had to be closed for repairs, pastors whose congregations swelled out of seasonal proportion, and a wise insurance man from nearby Tamworth who drafted earthquake-insurance policies.



Gravestones were tilted and some laid flat by the rattle and blurs of the earthquake. Snowfall during quakes blotted out cracks and crevices in earth reported by residents.



Eggs failed to hatch in a turkey nursery near Center Ossipee. Eggs, candled before incubating, should have produced at rate of 94%. The phenomenon is unexplained.

CONTINUED ON NEXT PAGE

PICTURE OF PERFECT SMOKING PLEASURE

without smoking penalties

They know Philip Morris taste better—and are better for nose and throat!

**DO YOU
INHALE?**

ALL smokers do—sometimes. And *when* you inhale, there's added chance of irritation. So—choose your cigarette with care! Eminent doctors long ago reported that, compared with the strikingly contrasted Philip Morris: *four other leading cigarettes were found to average 235% more irritant—with irritant effects lasting more than five times as long!** So whether or not you knowingly inhale—

**CALL FOR
PHILIP MORRIS**

*America's
Finest
Cigarette*

*As reported in leading medical journals.



CREATORS OF FAMOUS CIGARETTES FOR 93 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

"I'm NOT a brute!"
...said Mr. B. nervously



"All I said was that your lipstick looks terrible...and here looks lovely."

Man-like, Mr. B. has the right idea but the wrong approach. All he knows is that his wife's lipstick looks terrible. Actually, the color looks twice as wrong because it clashes with her nail polish like a red hat with orange gloves. Definitely not a chic effect. *Worse still*, it's smeared on her teeth and her lips are crackly like a prune.

There, there, Mrs. B., don't brood. Just flounce out the door and get a **REVLON LIPSTICK** to match your favorite shade of **REVLON NAIL ENAMEL** and have that smart "made for each other" look, always. Lovely women, everywhere, find it's the smartest solution...

... for three reasons:

1. Revlon distinctive lipstick shades blend excitingly with the famous-for-chic shades of Revlon Nail Enamel.

2. Revlon Lipstick color lasts for hours—yet scarcely makes its presence felt... Light-textured Revlon Lipstick is non-smear. No streaky wisps trail out of bounds to mar your pretty lip-line.

3. Revlon Lipstick keeps lips looking satiny-young in texture. Revlon will not dry or pucker your lips. Its creamy base helps to keep lips soft and shimmering bright.

Don't just take our word for this, Mrs. B. Try it for a week, and then see if you can ever bear to be without it!

It's right because it's

Revlon

LIPSTICK

Nail Enamel and Cheek Sticks to harmonize

©1941, 1942, BY REVLOG PROD. CORP.



by Revlon... world's most famous name in nail enamel

Earthquakes (continued)



Waiting for earthquake Center Ossipee residents gather in poolroom bathhouse. All listen sharply for creaking of walls in track as a sensitive indicator of earthquake.



Earthquake insurance is peddled by Roy E. Aching of Tamworth, N. H. To apprehensive inhabitants he sold more than \$100,000 worth in three-week quake period.



Earthquake demonstration is given by Jack Hill, Center Ossipee Inn owner. For out-of-town photographers, disappointed by mild quake damage, he smashed 15 plates.

JOIN THE

Quints

...ENJOY

Kre-mel

THE DESSERT SELECTED
FOR THE FIVE WORLD-
FAMOUS SISTERS BY
DOCTOR ALLAN ROY DAFOE*

To understand why Kre-mel Dessert was selected for the Dionne Quintuplets, just prepare a Kre-mel dessert for luncheon or dinner today!

Notice Kre-mel's tempting, creamy-smooth consistency, taste the fine, rich, full flavor . . . Delicious Kre-mel will be your favorite dessert, too! And, remember, Kre-mel is more than just a luscious, satisfying dessert. It's fine food, rich in pure Dextrose, the sugar your body uses directly for energy.

*DR. ALLAN ROY DAFOE SAYS: "Kre-mel was selected as an excellent nutritious dessert for the Dionne Quintuplets. Its rich Dextrose content supplies valuable food-energy for active growing children."

Kre-mel comes in six exciting, tempting flavors . . . You can make a variety of desserts with each and every one of these flavors (look at the bottom of the page!) . . . Desserts that are easy as *abc* to prepare, and ever so economical. Your grocer sells Kre-mel.

Emilie

Here she is with her favorite toy—Emilie, a bundle of mischief, quick of wit, always ready to play a prank. This most imaginative and spontaneous Quint has a nice sense of design, makes lovely sketches and workmanlike models of houses and gardens. She loves brilliant colors, and plenty of them. She works and writes with her left hand. Of all the Quints, Emilie and "Lady" Cecile are perhaps the two least alike. Watch for Cecile's portrait—it comes next!



Emilie

REMEMBER—KRE-MEL DESSERTS ARE RICH IN DEXTROSE—FOOD-ENERGY SUGAR



VANILLA
PARFAIT

Smooth ice-creams, delicious fruit molds, "Tortoni" and dozens of refreshing frozen desserts may be made with Kre-mel.



BUTTERSCOTCH
PUDDING

Milk, Kre-mel, and a little cooking— *presto!* You have a glorious, satisfying dessert! Use Kre-mel Butterscotch Flavor for pies, too!



TANGY
LEMON PIE

Make it the sure, easy and economical way with Kre-mel. Get perfect consistency, full, tangy lemon flavor every time!



THE KING'S
GIFT

A thrilling new dessert made with Kre-mel Caramel Flavor. A wonderful party treat. Follow the recipe on the Caramel package.



CHOCOLATE
SULTAN

A dream of a fruit and nut dessert, prepared in five minutes. Recipe on back of Kre-mel Chocolate Flavor package.

NEW! THE LATEST ADDITION
TO THE FAMOUS FIVE

The newest flavor Kre-mel - PEPPERMINT CHOCOLATE makes ice-cream, puddings, pie fillings that are a delightful blend of rich chocolate flavor and mint. Try this exciting new dessert tonight!





SPINDLETOP

GREAT TEXAS OIL GUSHER IS PAINTED FOR LIFE

The low hillock that rose out of the flat Texas Gulf plain three miles south of Beaumont was known sometimes as Round Mound and sometimes as Spindletop. Later on, when its name was a household term, it also became known as Swindletop. But in the 1880's the mound's name didn't matter much because nobody paid much attention to it. Just before the Civil War an unpretentious spa had grown up around Spindletop's "sour wells" whose waters tasted of sulphur and minerals and were supposed to be of medicinal value. But the resort died. The boys of Beaumont, a thriving lumber town, used to go out to the coffeeberry swamp at the bottom of the mound and set matches to the gaseous bubbles in the water. The bubbles burned beautifully because, as everyone knew, they were made of inflammable "marsh gas." When a mule driver who had worked up north in the Ohio oil fields said the bubbles were a sign there was oil under Spindletop, every sensible Beaumonter laughed at him.

Sensible Beaumonters also laughed at Patillo Higgins, scion of a respected pioneer family, who agreed with the mule driver that there was oil under Spindletop. As Higgins himself wrote years later, he "could not talk of oil without saying 'Millions in it' and the little two-by-four-headed Beaumonters used to call me the millionaire." They also called him a fool. But a few were persuaded. With their money Higgins began to drill for oil in 1893. After six months he had nothing but a dry hole 300 feet deep and a group of disgruntled backers.

Every geologist Higgins consulted said there was no chance on or under earth that oil could be found at Spindletop. At last Higgins found one geologist who agreed with him. This was Anthony F. Lucas, a naturalized Austrian, who was, however, only an amateur geologist. By profession he was a mining engineer. Lucas got some money and helped Higgins sink another dry well at Spindletop. Higgins was out.

Lucas went looking for more money. In Pittsburgh he approached the famously lucky "wildcatting" firm of Guffey and Galey, who were willing to sink an oil well almost anywhere. They backed Lucas, who gave them most of his rights and went back to Spindletop late in 1900.

This time he tried the newfangled rotary-drill method of digging a well. Sometimes it worked fine and sometimes it didn't. The drill went down slowly through sand, clay, hard rock, soft rock, solid sulphur. Whenever it hit hard rock the drill would strain and the pipe stems would be twisted into spiral tubes.

On Jan. 10, 1901, the drill was still grinding patiently at 1,000 ft. The drilling machine was clanking monotonously. Lucas was sniffing the white slush for signs of gas. All of a sudden the earth began to spit.

First sludge fizzed up. Then gas whistled out. Then hundreds of feet of pipe began to climb right up out of the hole. Finally out shot the last sections of pipe borne aloft by a six-inch column of sand, rock and brown-black oil. The greasy geyser roared into the air, spattering pipe, drill, derrick and machinery all around. It reached a height of 200 feet and then, wavering gracefully in the wind, cascaded to the bare ground.

That was the greatest oil gusher America had ever seen. The roar of the escaping oil was heard a mile away and the January breeze blew a black spray over the countryside. Frightened cattle stampeded. Horses fled, farmers swore, Negro farm hands said their prayers and passengers on a train three miles off saw the gusher and wondered what it was. Patillo Higgins was far away at the time but when he heard about it he cursed the two-by-four Beaumonters more bitterly than ever and filed a \$1,000,000 suit against Lucas and others.

Lucas had no tanks or reservoirs. Desperately he dug a trench to carry the oil off to a storage place but oil from Lucas No. 1 simply sprayed the prairie. The first visitors from Beaumont found workers picking up scattered machinery. This is the scene Alexandre Hogue has painted for the latest of

LIFE's historical American paintings, reproduced on the opposite page. The gusher is spouting high out of the picture. Remains of the derrick are lying in a pile. Twisted pieces of pipe, shot up out of the hole, are standing like arrows stuck in the ground. A scared horse has thrown his rider. The finicky lady wrinkling her face at the bad smell came out from town with the well-dressed gent in the gray suit who is probably interested in putting some money in Spindletop.

Lucas No. 1 ran wild for ten days before it was capped. The peaceful town of Beaumont ran wild too. In a few days its population jumped from 8,000 to 15,000 and newcomers were sleeping in streets and saloons. From all over came wildcatters and geologists, financiers and floozies, slickers and suckers. Everybody stopped doing everything to buy and sell leases, land, options. Farmers were dizzy with offers for their farms. A local garbage collector, a lady who kept pigs, sold her pasture for \$35,000. The local photographer made \$15,000 selling pictures of a genuine gusher. Railroads ran excursions to Spindletop and wide-eyed excursionists began to dream of making millions.

In two ways Spindletop made American history. It opened the great Texas oil era which eventually made the state the biggest oil producing spot in the world. And it also opened up a magnificent era of fake oil stock promotion. Entranced by stories of Spindletop millionaires, innocent Americans eagerly bought any kind of oil stock. Land around Spindletop was sliced up into $\frac{1}{64}$ th-acre plots plastered with acres of stock certificates. One plot 45 feet square was owned by four companies, each capitalized at \$1,000,000.

Lucas No. 1 came in at the incredible rate of 70,000 barrels a day. The second well on Spindletop was also a gusher. So was the third. Lucas sold out to Guffey for \$400,000 and Patillo Higgins settled his suit for a lot less than \$1,000,000. Col. Guffey, who had always been content to be a simple wildcatter, now had grandiose visions of becoming a rival to the Rockefellers. The usually cautious Mellon brothers of Pittsburgh gave him money. Other big money men went down to Beaumont. Among them was the notable plunger, "Bet a Million" Gates. At first nobody worried about marketing oil. When it developed that the crude was low in kerosene yield—kerosene was then the most important petroleum product—the price dropped to 10¢ a barrel. Guffey proved a bad executive. The Mellons later bought him out and Guffey then proceeded to lose his Spindletop gains in West Virginia coal. Producers found that there was plenty of oil at Spindletop but not much profit. To many fortune seekers, Spindletop was a sorry disappointment. But two huge oil companies were born there. One was the Mellons' Gulf Refining Co. The other was The Texas Co. which grew out of "Bet-a-Million" Gates' company.

When Spindletop was really coming in, there was nothing like it anywhere in the world before or since. Its annual production record of 340,000 bbls. of oil per acre has never been touched in the U.S. But after a while Spindletop began to yield less profusely. Lucas No. 1 stopped gushing and had to submit to the humiliation of pumps. Finally even this historic hole was dried up. It now stands forgotten in a forest of abandoned derricks. Spindletop production dwindled until, in 1925, a Beaumont garage owner named Yount took over Gulf's leases.

Yount was a man much like Patillo Higgins or Anthony Lucas. Everybody laughed at him but he kept saying that deep down under Spindletop there was still a lot of oil. He drilled three dry holes before he struck oil at

6,000 feet. It was a strike as rich as Lucas No. 1 but this time there was no wild boom in Beaumont. The big oil companies had moved in and kept wildcatters and speculators out. Yount sold out to a Standard Oil subsidiary for \$41,600,000. Spindletop entered its present great producing era in the orderly manner that businessmen like and adventurers despise.



To paint this eighth commissioned canvas in LIFE's series of historical American scenes, Alexandre Hogue had to combine the talents of artist and historian. The true history of Spindletop is mixed up in a mass of confused legend and eye-witness contradictions. People even disagree now as to the actual site of historic Lucas No. 1. Mr. Hogue spent weeks wandering around Spindletop and Beaumont, talking with old natives and checking written accounts before he got to work on the authentic description shown on the opposite page. A devoted Texan who has spent almost all his life on a Panhandle ranch, Alexandre Hogue loves to paint Texas and has become, in many ways, the painter laureate of that huge State. Some of his vivid Texas scenes have already appeared in LIFE (June 21, 1937).



↑ "Shangri-La" is handsome houseboat of Commodore Edward Turner, former whisky salesman who frequents Quarterdeck Club. Here he is enjoying quiet evening at home with friends.

A little luncheon party is staged by Leo Edwards, Miami auto dealer, who built first shack in Quarterdeck Club waters six years ago. Life over warm tropical sea is simple, informal.





CLUBHOUSE IS SOCIAL CENTER OF THE COLONY. BEHIND IT: BISCAYNE KEY

FISHERMEN GET AWAY FROM IT ALL AT A CLUB KNEE-DEEP IN BISCAYNE BAY

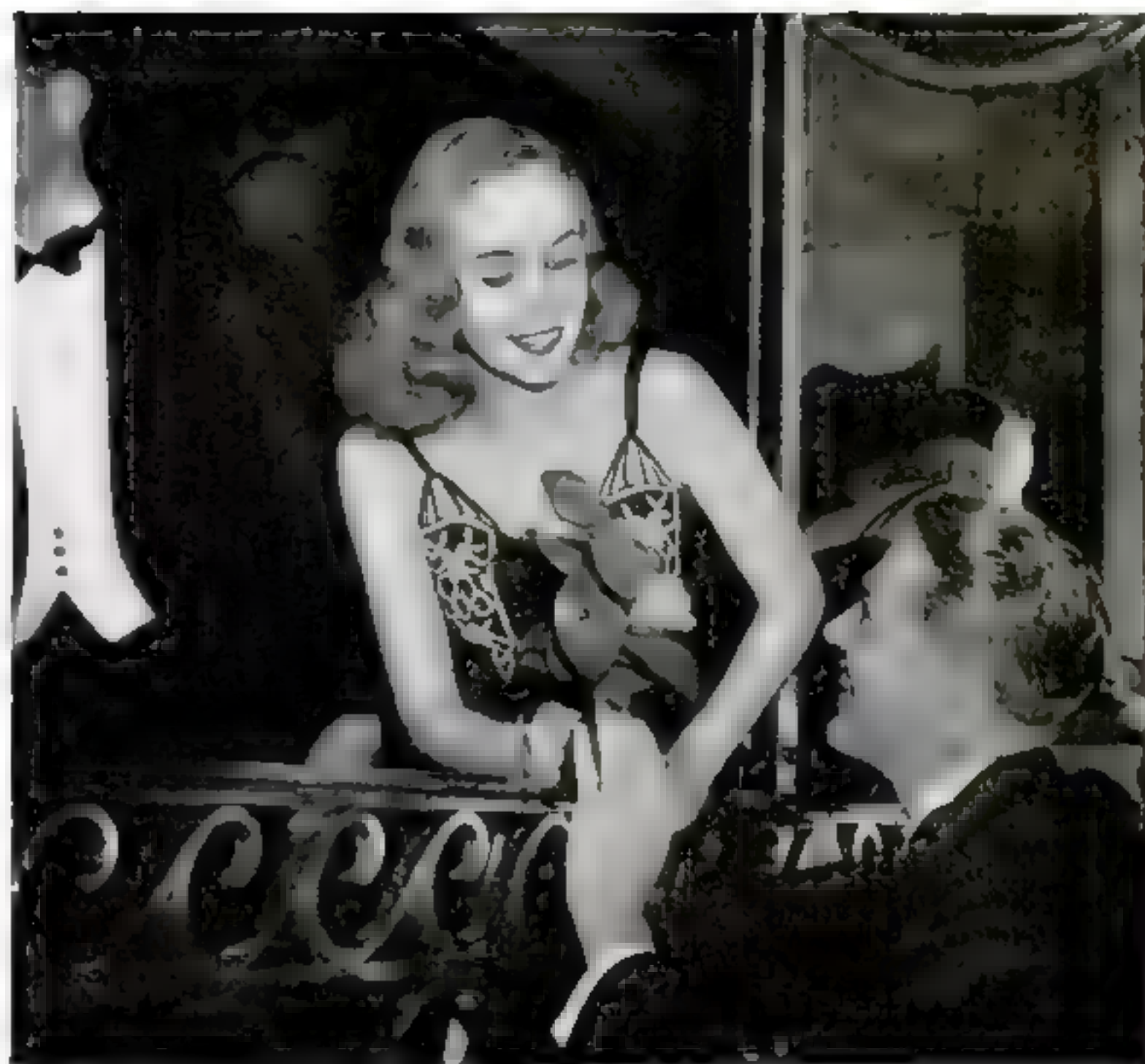
Off the Florida mainland, riding on the shoals of Biscayne Bay, stands an extraordinary American community dedicated solely to sunlight, salt water and the wellbeing of the human spirit. Built on piles imbedded in shallow flats where the water lies but two to seven feet deep, the Quarterdeck Club hovers between sea and sky, a \$100,000 play-place equipped with bar, lounge, bridge deck, dining room and dock slips for yachts. Ranged about it in the Bay's wide watery acreage are the green-and-white shacks of members and vice-commodores.

Membership in the Quarterdeck Club is by invitation, costs \$150, involves no annual dues. Bay-bottom flats on which shacks and club are built are leased from the State of Florida at the modest rate of \$1 per acre per year. Shack owners generally take five to 25 acres, spend \$1,000-\$6,000 constructing their homes. Most own fast speedboats for commuting between club and mainland. Charter members are all vice-commodores with facetious titles such as "vice-commodore of deck-necking," "vice-commodore of the poop deck," etc. Here LIFE shows you some of the homely pleasures of those who dwell in Quarterdeck Club's oceanic heaven.

Fishing in the front yard is the favorite sport of Quarterdeck Club members. If luck is bad, the anglers can always try the back yard or the neighbor's yard next door



CONTINUED ON PAGE 44



DEB SCORES ON AFTER-DARK DATES

Joan Martin, blondest of the new crop of New York debbies, bestows a camelha on her current Romeo, at a dance at New York's St. Regis. Her pre-evening beauty ritual? "I always take a Woodbury Facial Cocktail before dressing for a date. It whips up a nice rosy pink in my cheeks." Woodbury Facial Soap is strictly a skin soap of choicest beauty oils. Try it for just 10 days. You'll be thrilled with the new freshness in your complexion.



Cholly Knickerbocker, society reporter, hot on the news of Joan's popularity, learns: "I just splash my face with a fragrant lather of Woodbury Facial Soap. It chases away that laxy-skin look and clears my skin instantly.



"Every trace of make-up disappears. When I rinse with cold water, it's a joy to see how dewy-fresh my skin becomes. Nice, too, are the after-effects of my Woodbury Facial Cocktail. Dates, flattery, compliments galore.



"I'm pleased with the improvement Woodbury has made in my looks. My complexion seems finer and softer these days. Doubtless the fact that Woodbury Soap is made by skin scientists for the delicate skin accounts for that!"



"For the Skin You Love to Touch," use only Woodbury. Try it for just 10 days for complexion and bath. Tuck Woodbury into your week-end traveling case, too. See your skin acquire new appealing smoothness. Only 10¢.

SPLIT-SECOND SKI STUNTS CUT DOWN PEP!

"But I turn to tea for a quick comeback,"
says skier Dick Bradshaw



STEAMING-HOT TEA
IS WONDERFUL FOR
PEP. TEA CHASES THAT
WORN, FAGGED-OUT
FEELING!

YES, DELICIOUS TEA
SURELY DOES FIGHT
TIREDNESS—IT'S THE
PERFECT BRACER!



DOWN-HILL RACING at a mile a minute—reverse curves—split-second timing! "Well," says Dick Bradshaw, "a skier sure needs his pep. I guard mine with hot, tasty tea. I count on tea's warm, rich body after a strenuous climb and run." "Tea's the perfect cold-weather bracer," says Mardee Hoff.

**RICH, TANGY TEA IS
THE QUICK FRESHENER.**
TEA GIVES ME A
BOOST THROUGH
ENERGY-DRAINING
WEATHER CHANGES!



STEWARDESS LAURA JANE COOKE of American Airlines knows the strain of "mothering" air travelers. "I'm on the jump from take-off to landing, and that's wearing on every nerve and muscle," she says. "I find tea gives me a zestful boost. I've served tea to hundreds of coast-to-coast regulars, too!"

IT'S AS EASY AS A-B-C TO GET A REALLY GOOD CUP OF TEA

A—Always use bubbling boiling water and pour it on the TEA.

B—Use 1 teaspoonful per cup, plus one for the pot.

C—Steep to any strength you prefer (Most people who use cream or milk choose a 5-minute brew.)

SIX GOOD TIMES TO ENJOY TEA

BREAKFAST—Tea gives you a quick pick-up and it's so easy to digest.

AT 11 A. M.—Tea helps you to work better think faster.

LUNCHEON—For a good afternoon's work, let tea pep you up.

AT 4 P. M.—So refreshing—tea chases away 4 o'clock fatigue.

DINNER—Tea tastes swell and makes food taste better.

EVENING—Enjoy tea freely—tea lets you sleep.

TEA PEPS YOU UP!

GOOD TEA COMES FROM



THESE GOOD BLACK TEAS ARE ESPECIALLY SUITED TO THE AMERICAN TASTE. FOR ECONOMY AND FULL ENJOYMENT, BUY QUALITY TEA.

DELICIOUS,
VITALIZING—
ECONOMICAL TOO—
COSTS LESS THAN
½ CENT A CUP



SAYS
MR. T. POTT

Village in the sea (continued)



Tired of casting, businessmen and friends bear down hard on Gulf Stream game. When fish spurn bait, a versatile sportsman can often kill them by well-aimed gunfire.



Hot feet are cooled off in an open-air shower. Most of the shacks are equipped with running water, individual electric-light plants, bottled-gas stoves and refrigerators.



Fishing in bed starts the day for Quarterdeck Club's Commodore Edward Turner. Many members catch breakfast before rising simply by thrusting rods out window.



The bugle call for breakfast!

Wake up and eat:
That tantalizing aroma
of frying bacon gets
them all out of bed!



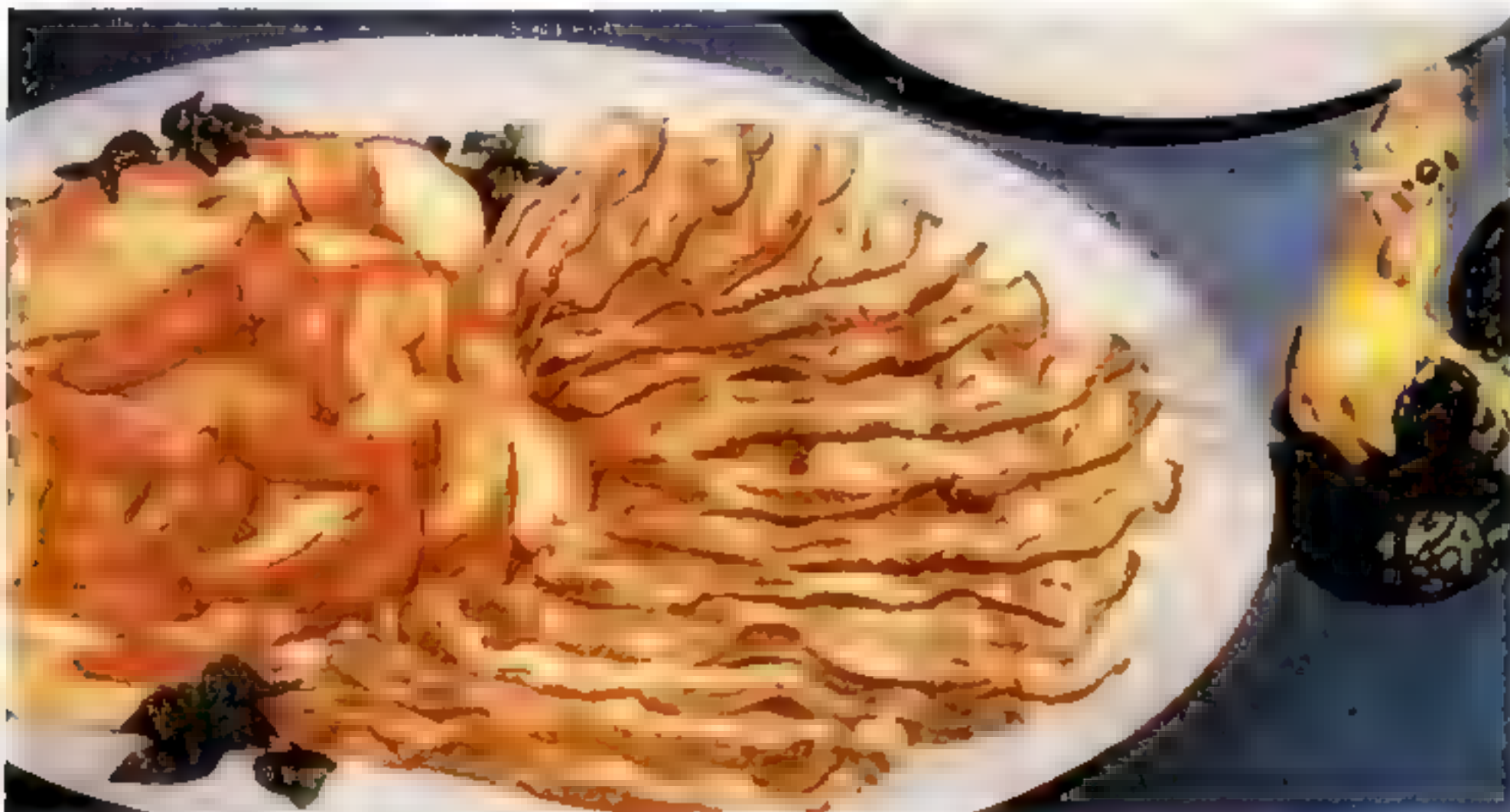
Health and Energy Team—Liver and Bacon—Have liver sliced $\frac{1}{4}$ in. thick, dredge in flour, brown both sides in bacon fat and serve with crisp bacon and grapefruit slices lightly browned in butter and brown sugar.



Waffled French Toast and Bacon—French toast griddled in the waffle iron, cut crusts from bread before dipping in egg milk mixture. Serve with butter and syrup, or confectioner's sugar, and crisp bacon slices.



Some like it crisp (1) Some like it not so crisp (2)—To please everybody cook it both ways and serve on the same platter with "farm-fried" eggs, basted with the hot bacon fat.



A Farm-Hearted Breakfast Combination—Tart red apples with the "peelings" on, coated with lemon juice and cooked slowly in covered skillet with bacon fat and a little water about 5 min. Uncover, sift sugar over them, and evaporate liquid. When delicately browned, serve with bacon.

It *can* get 'em up; it *will* get 'em up; it *does* get 'em up in the morning! . . . Bacon—crisp, lean-streaked, piping hot bacon . . . When the youngster meets his first piece of bacon he has made one of his favorite meat friends for the rest of his life.

Its fragrance, looks and flavor never lose their appeal.

Bacon—"The Breakfast Food"—you will find that women who know nutrition include meat like bacon on the breakfast menu several times each week.

Bacon at the morning meal puts a lot of valuable energy into the most efficient hours of the working day, and takes only a few minutes to prepare.

Bacon is a universally appreciated source of proteins and fat. It is easily digested, especially when well drained, and adds materially to the energy value of the diet.

There are so many ways to use bacon—keep it regularly on your shopping list. Buy a week's supply at a time.

AMERICAN MEAT INSTITUTE, Chicago



This Seal means that all statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

Glory be - *Sliced Sunshine* - ri

THE BRIGHT SPOT

IN ANY MEAL

Del Monte

SLICED PINEAPPLE

3 Ready-prepared meat, pineapple and macaroni

4 Hamburger patties and heated pineapple

5 A sizzling chop with heated pineapple slices

And just look at the juicy-freshness it adds to all these easy main-course dishes!

This tempting liveness is only a preview!

Most any meat - from shank to porterhouse - from spareribs to tenderloin - will outshine itself when you serve it with big golden circles of Del Monte Pineapple.

And this luscious treat from the tropics is equally handsome and helpful for breakfast, in salads, in desserts - as gay a meal-brightener as ever defied winter!

But - to keep kind words coming your way - to keep every appetite happy - always insist on Del Monte. Then you're sure of pineapple at its field-ripened best - packed in its prime the way you'd expect Del Monte to pack it!

Six styles, too - six magnificent ways to add sunny zest to grey-day meals. Why not try one of them, tomorrow?

Just be sure
you get

Del Monte

Right when your menus need it most!

Breakfast Bell-ringer! Your whole family will welcome crisp bacon, golden pineapple slices and our sweet pineapple sauce to start the day with pineapple and with chopped hard scrambled eggs.

Cheer for chops! Yes in fact, making better than golden pork. Del Monte pineapple heated in a brown syrup! It promotes success, whether your choice is ham or pork.

Tasty time-saver! Just whip open a can of your favorite brand of Del Monte pineapple and serve with heated meatloaf or steak. Pineapple and cream is another tempting combination.

4 Do 'em up brown! Broil plump ham or get pork, then serve with heated pineapple. You'll find it's just as neat a trick with your steak or chops as with a fried chicken.

5 Happy eatin'—Dixie style! You've a great coming when you serve up home-pineapple, it's crusty, crunchy and will stand up to any throw-in in butter. Even Yankee apples can't resist this combination.

Six handy styles

**SLICED • CRUSHED • JUICE
BARS • CHUNKLETS • TIDBITS**

5
8 oz. pineapple with
ham and corn

DID YOU LEARN YOUR SHOPPING IN AN OFFICE?

Your grocer's probably glad if you did!



BETH: Good Harriet. Through already? Keeping house only two months and you spend less time shopping than anyone I know.

HARRIET: Sure — that's where I think you girls that got married right out of school missed something.

BETH: What do you mean?



HARRIET: In the case, I was engaged to entering the service and I couldn't afford to loaf around. When I wrote a request, I specified the brands we knew were dependable — and I made sure we got them.

BETH: What's that got to do with groceries?



HARRIET: Take canned goods. I found I liked Del Monte. So I looked for a good Del Monte grocer. Now, I just order Del Monte right down the line. Saves me a lot of useless experiments — a lot of time — and I haven't been disappointed yet.



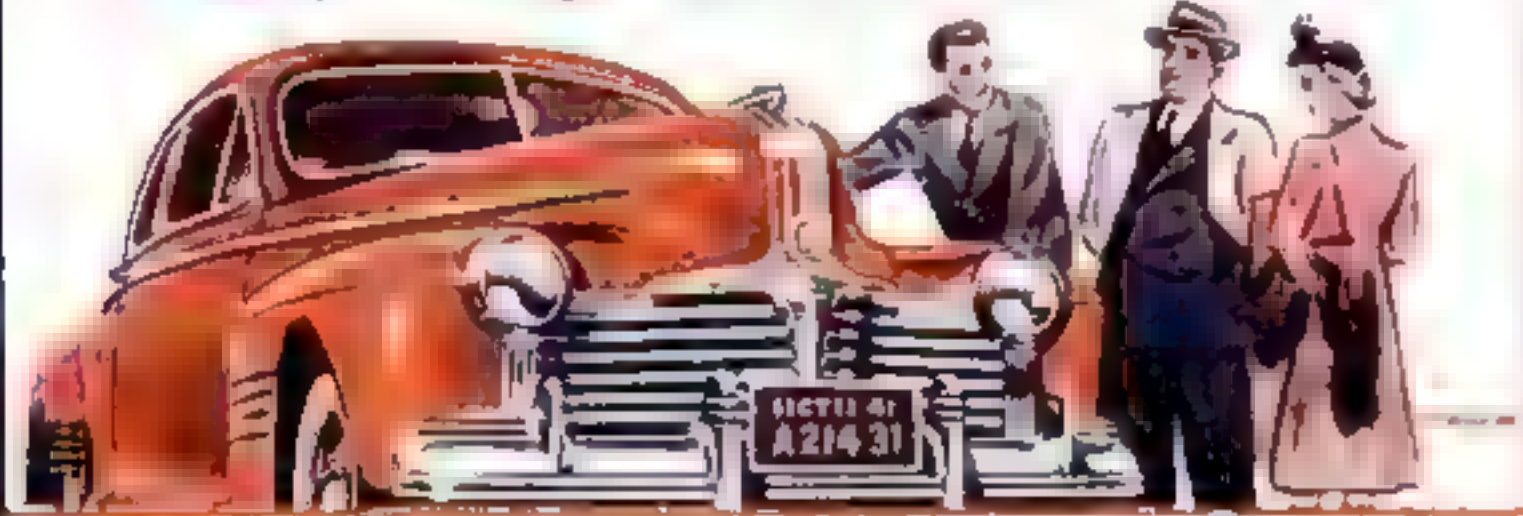
GROCER: I just wish all our customers were like Mrs. Smith. You can wait on two of her in the time it takes to wait on some women. And you never have to worry whether she'll be back complaining or buying her groceries somewhere else!

Pineapple

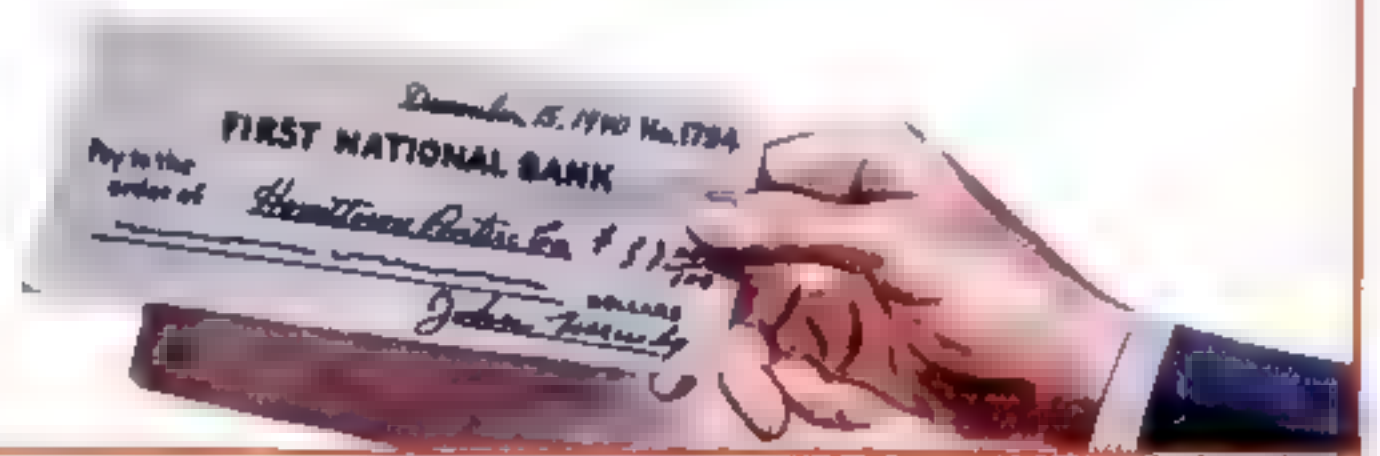
FOR THE LAST WORD
IN SUN-RIPENED
GOODNESS

Here's what's behind the big swing to Pontiac!

1 OWNER SATISFACTION—The enthusiastic praise of Pontiac by Pontiac owners has been directly responsible for tens of thousands of additional sales. That's why people all over the country are calling it "America's best recommended car."



3 LOW FIRST COST—Until you actually investigate Pontiac's price, you'll never realize how low it actually is. In fact, Pontiac is priced so close to the lowest that you pay only slightly more per month than you do for a smaller car.



2 BIG CAR PERFORMANCE—Lightning acceleration . . . abundant power . . . incomparable smoothness . . . and unusual ease of handling are yours in this new "Torpedo" with its luxurious Body by Fisher and distinctive Silver Streak front end design.

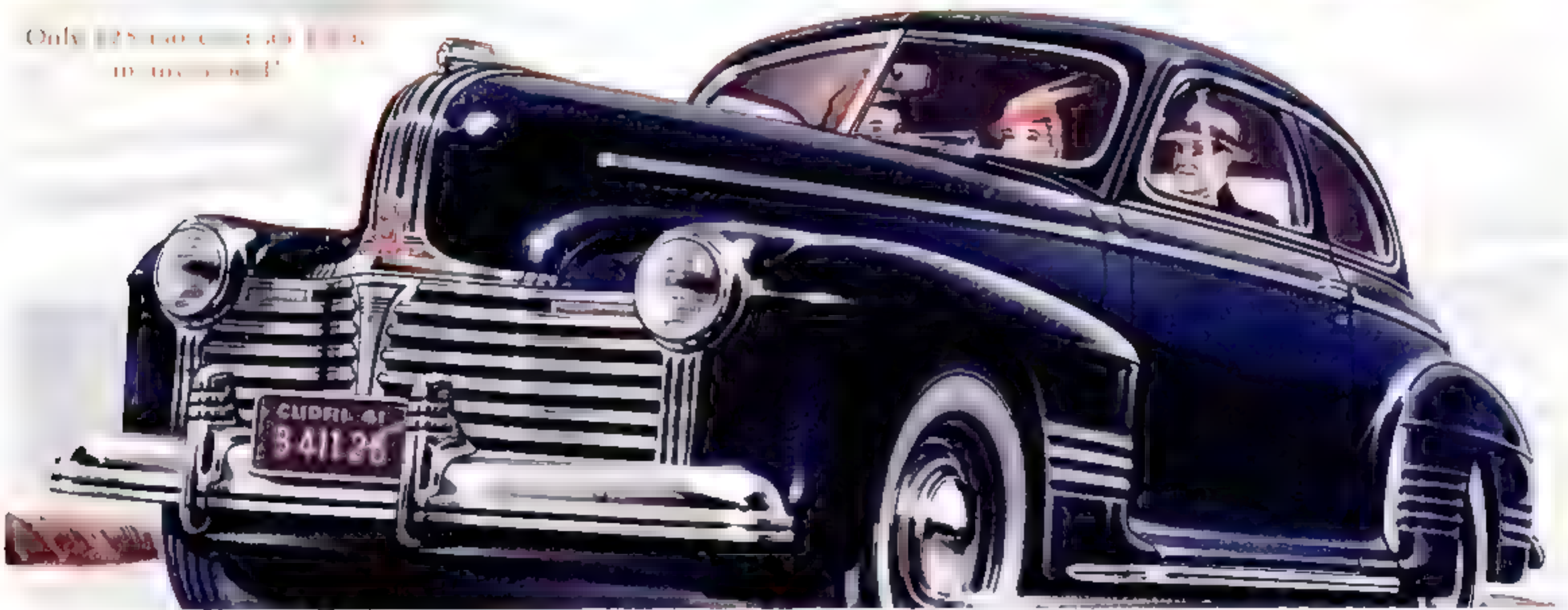


4 3-WAY ECONOMY—Pontiac not only provides record gasoline and oil economy—but its many exclusive features—including Full-Flow Built-In Permanent Oil Cleaner—assure the maximum in dependability and trouble-free performance.



A GENERAL MOTORS MASTERPIECE

Only \$28.00 a month
to own it!



THE FINE CAR

Pontiac
WITH THE LOW PRICE

PONTIAC PRICES
BEGIN AT

\$828

FOR DE LUXE
"TORPEDO" SIX
BUSINESS COUPE

Delivered at Pontiac, Michigan. State tax, optional equipment and accessories—extra. Prices subject to change without notice.

YENCHING

NO. 1 CHRISTIAN UNIVERSITY IN CHINA STANDS AMIDST THE JAPANESE INVADERS WITH STEADY SUPPORT OF AMERICAN CHURCHES AND COLLEGES



Flag rush on Yenching University campus is similar to American undergraduate class contests. Idea is to climb the pole and capture opponents' flag. In background is water tower.



Yenching undergraduates in a good humor, bestride Chinese stone fence and chant the song of Walt Disney's Seven Dwarfs. *Heigh-ho, heigh-to, u's home from work we go in good English.*



PRESIDENT STUART

In the midst of the Japanese invaders of China, surrounded by the khaki hordes of the Rising Sun, there still stands an American university, supported by Americans for Chinese. The Japanese Army would long since have taken over its beautiful campus but for concern for U. S. feelings. They ordered its President J. Leighton Stuart (*left*) to hoist the puppet regime flag, to propagandize against China's Generalissimo Chiang Kai-shek and to call on the local Japanese garrison to give his personal "thanks" for the invasion. President

Stuart ignored these "orders", and continued to fly the American flag.

The university is Yenching. The place is five miles outside Peking, ancient city of emperors in North China. Yenching is the biggest, richest and best-equipped Christian university in all China, a leader of the many American Christian schools and colleges in that country. Out of thirty colleges in North China, it is one of only three to have survived the Japanese occupation. It is the only surviving women's college. For a time some Chinese patriots suspected Yenching of "appeasing" the conqueror. Today Chinese know better. For from Yenching campus, whose academic tranquility President Stuart defends with endless labor and pain, go new hundreds of Chinese to lead the Chinese people. On the following pages are shown some pictures of the life on Yenching's campus. It is curiously American in quality, full of sport and horse-play. Harder to see is the spirit of grim seriousness, of character and courage, with which these young people look out at a real world of chaos.

Yenching grew out of a number of American missionary schools for boys and girls founded in the mid-19th Century. One became Peking University, another North China Union College, a third North China Union College for Women. The first two combined in 1918. President Stuart took charge in 1919. The Women's College joined them in 1920 and they took the name of Yenching. They got additional American money and slowly built a campus five miles outside Peking. In 1920 they moved to it.

Eventually, the campus cost \$2,300,000. It was backed by an endowment of \$2,800,000, the biggest for a Christian college in China. It got help from four missions, Presbyterian, Methodist, American Congregational and English Congregational, from Princeton, Harvard and Wellesley universities in America and from the Chinese Government. Since the invasion began, Chinese support has all but stopped. Surrounded by forces hostile to everything it stands for, Yenching is now hard up.



Madame Chiang Kai-shek (*left*), wife of China's fighting Generalissimo, talks earnestly with students. She has told the Yenching faculty "The effort you are making . . . is a noble one."



The faculty, headed by English professor in his shirt-sleeves, joins the students in setting-up exercises on the campus. This kind of vigorous informality, almost unexpressed ceremonious Chinese. It sets a tone of direct action for Yenching University.



"Pyramid-making" is great favorite of Yenching's girl students of gymnastics. This is just one of dozens of set pieces that they have in their repertory. It is suggestive of the beautiful balustraded marble periphery of Peking's famed Altar of Heaven.



Obstacle race (above) is typical American stunt introduced to the Chinese by Yenching. Notice that it makes the Chinese laugh just as hard as anyone else. Below: a class of boys and girls dismember what appears to be a pig for a course in biology.



At baseball, this batter for the Yenching University team swings wildly and too soon for clean-cut strike.



Archery is an old Chinese sport but it is generally new for modern Chinese women at Yenching.

YENCHING STUDENTS DO AMERICAN THINGS IN

Europe has had only a foretaste of the horrors of war that China knows so well. Certainly the old China of classic morals, clans and bound feet is dead. A new China is already emerging and Yenching University, teacher of Protestant Christian spirit and tolerance, is helping to create it. The new China is perhaps most clearly to be seen in the far hinterland, but it is found here too at Yenching, squarely in the camp of the enemy.

Yenching was built for only 800 students, but by putting in double-decker beds and four students in a single room, this year it has a student body of 1,085, of which 770 are young men, 315 young women. Even so, it turned away four times as many qualified applicants as it admitted. The University is divided into five faculties: Arts and Letters, Natural Sciences, Public Affairs, Religion and the Graduate College. Most of the men go in for science and public affairs. The students are drawn from all China, many of them coming from the populous heart of China south of the Yangtze River.

Under a faculty of more than a hundred, three-quarters of whom are Chinese, they study the civilizations of all the world. In the same day they may read Shakespeare, Goethe, the Old Testament, Aristotle and the history of the Chin, Han, Wei, Tsin, Sui



Yenching students lead an anti-Japanese demonstration at the gates of nearby Peking. This was before the war. President John Leighton Stuart does not permit his students to provoke Japanese now.

fore the war. President John Leighton Stuart does not permit his students to provoke Japanese now.



A Japanese dance is put on during the war by a Yenching student, Chao Chung Hsin. Nearly all of

the pictures on these pages were taken during the war. Many of them were taken during the past year.



Girl with a sword gracefully practices so-called "Chinese boxing," an excellent fitness treatment.



Scarf dance, a banal European form, is performed by these five of the younger Yenching undergraduates.



Military training was a part of the Yenching course before the war. Here uniformed students maneuver on the campus. But since the war, Yenching has avoided any evidence of militarism, for fear of giving the Japanese Army an excuse to intervene.

A CHINESE WAY AND THEY SEEM TO LIKE IT

Tang, Sung, Lao, Ming and Ching dynasties of China. Some of these more esoteric subjects have been dropped in this war year of 1941, to give more time for the things China needs: science, economics and social leadership.

These young people are getting away from the meaningless Western scholarship many Chinese have: letter-perfect on dates but enthusiastic about nothing. There is too much for them to do for China. Of Yenching's 2,000 graduates, 38% have gone into teaching, 18% into government service and 14% into research work. Less than 10% have taken up commercial careers. Yenching men in key positions include Premier H. H. Kung, Railway Administrator C. C. Wang and William Woo, manager of Chungking's power station.

Yenching is not China's only Christian university. Supported by Yale University is famed Yale-in-China or Hsin Ching, which fled before the Japanese with what it could carry and is now functioning in Hsichow. Soochow University has 1,038 students, Shanghai 829, Hangchow 756, West China Union 691, Tsingnan 626, Nanking 601. But eleven of the 13 Protestant colleges have fled and are making shift where they can. Yenching is the only one that has been able to stand its ground in occupied territory.



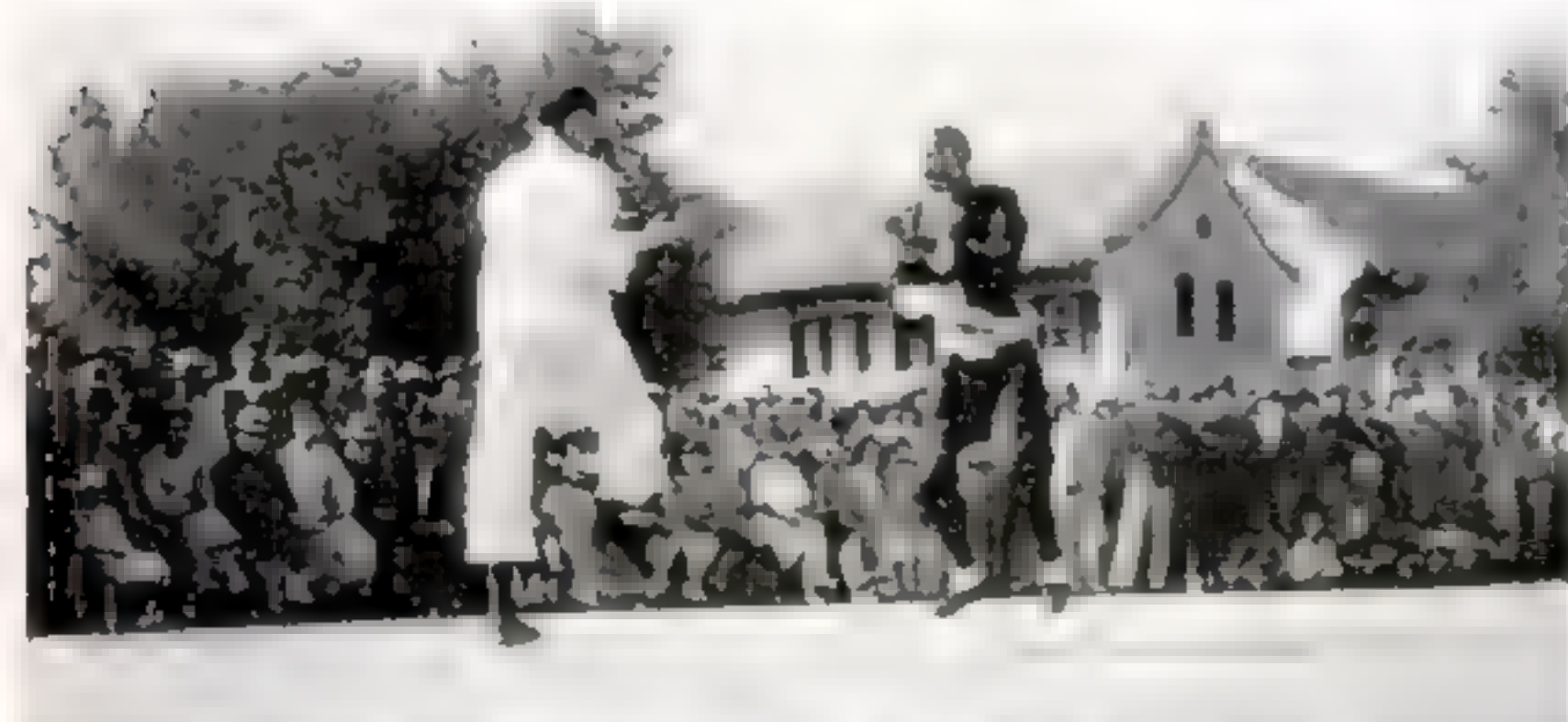
Program of dancing shown the students in May, 1948, included a simulation of an 19th Century European dance by trained girls of Wenner's College. Some teachers in the Women's College are always recruited from Wellesley College near Boston.



Freshman is being thrown into the lake by upperclassmen in an exact imitation of American hazing practice. Notice one ricksha and three bicycles beside the lovely row of aracia and willow trees.



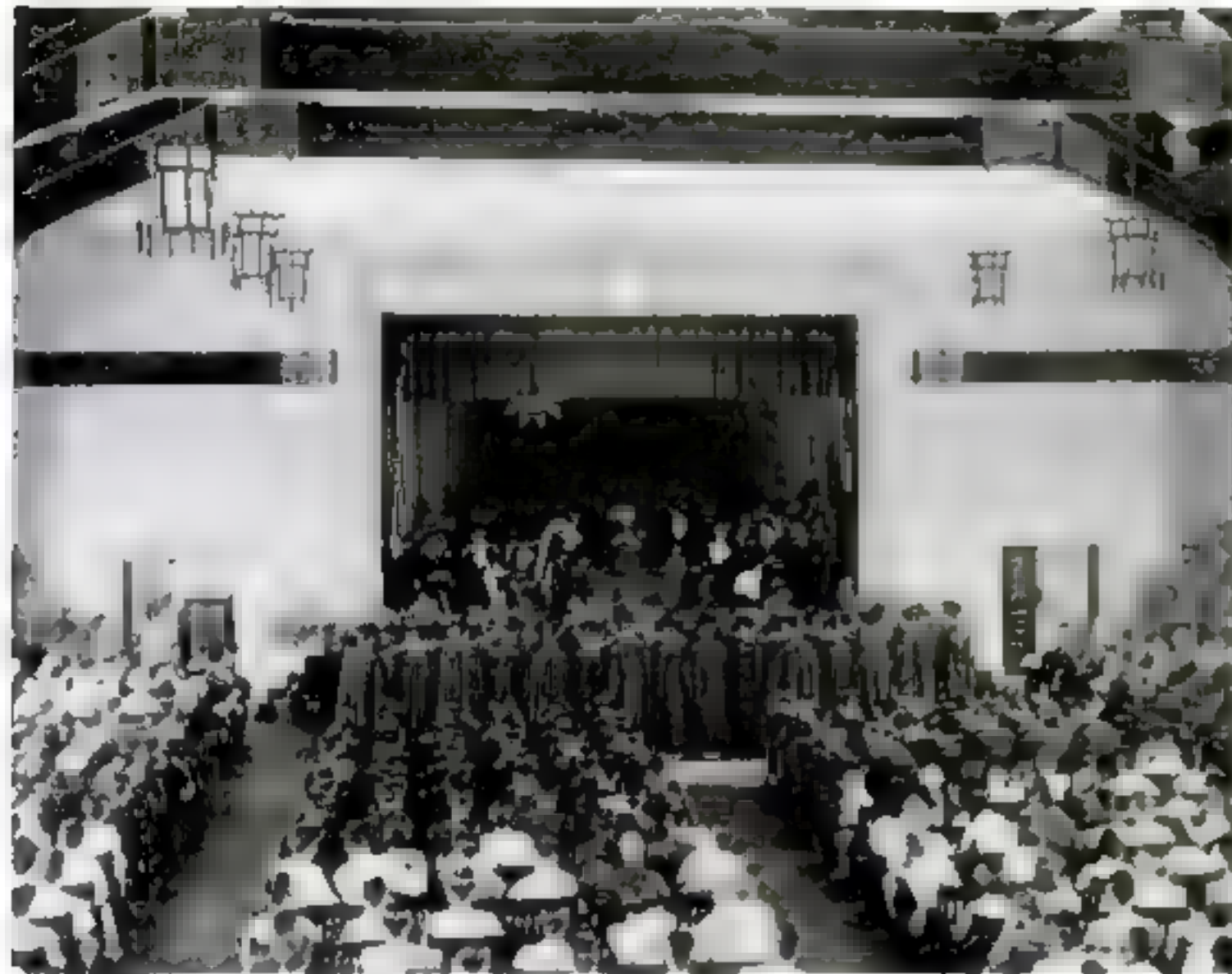
A picnic is held by students of the College of Public Affairs. One boy is roasting a hot dog, another a marshmallow, while a third drinks old-fashioned Chinese tea. Below Yenching pennant is carried by a group going to the U. S. on the President Hoover.



Bearded coach in Chinese boxing puts on demonstration round with a student. Traditional, and useless in practice, Chinese boxing is wonderful training in muscular co-ordination, control and balance.



CONTINUED ON NEXT PAGE



Last pre-war graduation was in June 1937. Here one class stands for its diplomas, while three others await their turn in Bashford auditorium. One month later the Japanese began invasion.



The Sociology Department poses for its photograph in the spring of 1940, after three years of war. Instructors stand front, center. Notice the increasing number of Chinese gowns on men.



The massed choirs of Yenching assemble in the Peking Hotel auditorium to sing Handel's *Messiah* just before Christmas during the war. Group totals about one quarter of the student

YENCHING'S CAMPUS AND STUDENT BODY COMBINE BEST OF OLD AND NEW WORLDS

Few American colleges have a campus as lovely as Yenching. Not far from the old Imperial Summer Palace, it combines ancient Chinese eave forms with severely useful concrete, durable and easy to heat. The Chinese color tones of the Yenching campus are shown on the following two pages. In a long-term sense, this campus and what it stands for are probably the biggest investment that U. S. money has in China. The dividends pour in an unceasing stream from Yenching in the young Chinese seen below. Today they are hard-pressed, for living costs in Peking have risen nearly 400% during the Japanese invasion. Yenching's enrollment is now bigger than it has ever been and its income is less than it has been in many years. Even its income from American sources has dwindled.

What Yenching is really fighting are the twin temptations China faces of becoming either Japanese or Communist. One would be about as disastrous as the other. For the Chinese people have always had an ancient and rugged feeling for democracy. They are emphatically not a robot people. Yenching teaches, above all, self-reliance and self-respect, responsibility and self-expression—the middle-class virtues of U.S.



Home Economics Department of Yenching draws the younger and some of the prettier girls. But few women graduates of Yenching are content to have merely domestic careers.



Yenching's only pagoda is used as a water tower and is a copy of a 10th Century 13-story pagoda at nearby Tungehow. This is called the Po-yn Pagoda by Yenching undergraduates. At left is the Warner Gymnasium for Men, a detail of whose eaves is shown again at right.



Chinese eaves of men's gymnasium at Yenching University look like an inverted yellow xylophone. Beneath it can be seen multicolored paintings and the strange bracket construction of the Chinese architectural style. Tree is an umbrella pine, symbolizing long life.

BEHIND ROW OF ACACIAS AND TWO DRAGON COLUMNS WHOSE CROSS BARS REPRESENT CLOUDS STAND McBRIDE (LEFT) AND BASHFORD HALLS ON SHORE OF LITTLE LAKE





ON A LITTLE HILL IN THE HEART OF THE CAMPUS STANDS THIS BELL PAVILION. BELL CAST BY 16TH CENTURY EMPEROR YUNG CHENG STRIKES HALF HOURS RESONANTLY

SUPERB ALUMNI MEMORIAL GATE ONCE LED TO MANCHU PRINCESS' TOMB. LION WAS GIVEN YENCHING BY THE IMPERIAL FAMILY FROM RUINS OF OLD SUMMER PALACE





Now Jimmy "Rides the Range" Right in His Own Room!

THE cowboys and ranchers—those gallant men of the Golden West—are real people to Jimmy. They're partners riding the range together!

Often mother, dad or sister want to listen to other radio programs. But they don't vote Jimmy down! They understand boys—and they've solved the problem by giving Jimmy a G-E Radio set of his own.

It costs little to give that boy of yours the magic moments of radio adventure which he treasures so much. For only \$9.95* you can make him happy with a General Electric Radio.

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The Blue Ribbon Prize Winner. An AC-DC superheterodyne with excellent tone and automatic volume control. Encased in handsome mahogany plastic cabinet that won the top award for styling in the nation-wide Modern Plastics contest. Model L-500.

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Listen to the golden tone of the new 1941 General Electric. Find out how far modern radio has advanced.



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The Hit of the Season! New carryabout radio, resembles a small camera. Plays anywhere. Light in weight. Long-life batteries. Remarkable tone in simulated leather with plastic trim. Model JB-410.

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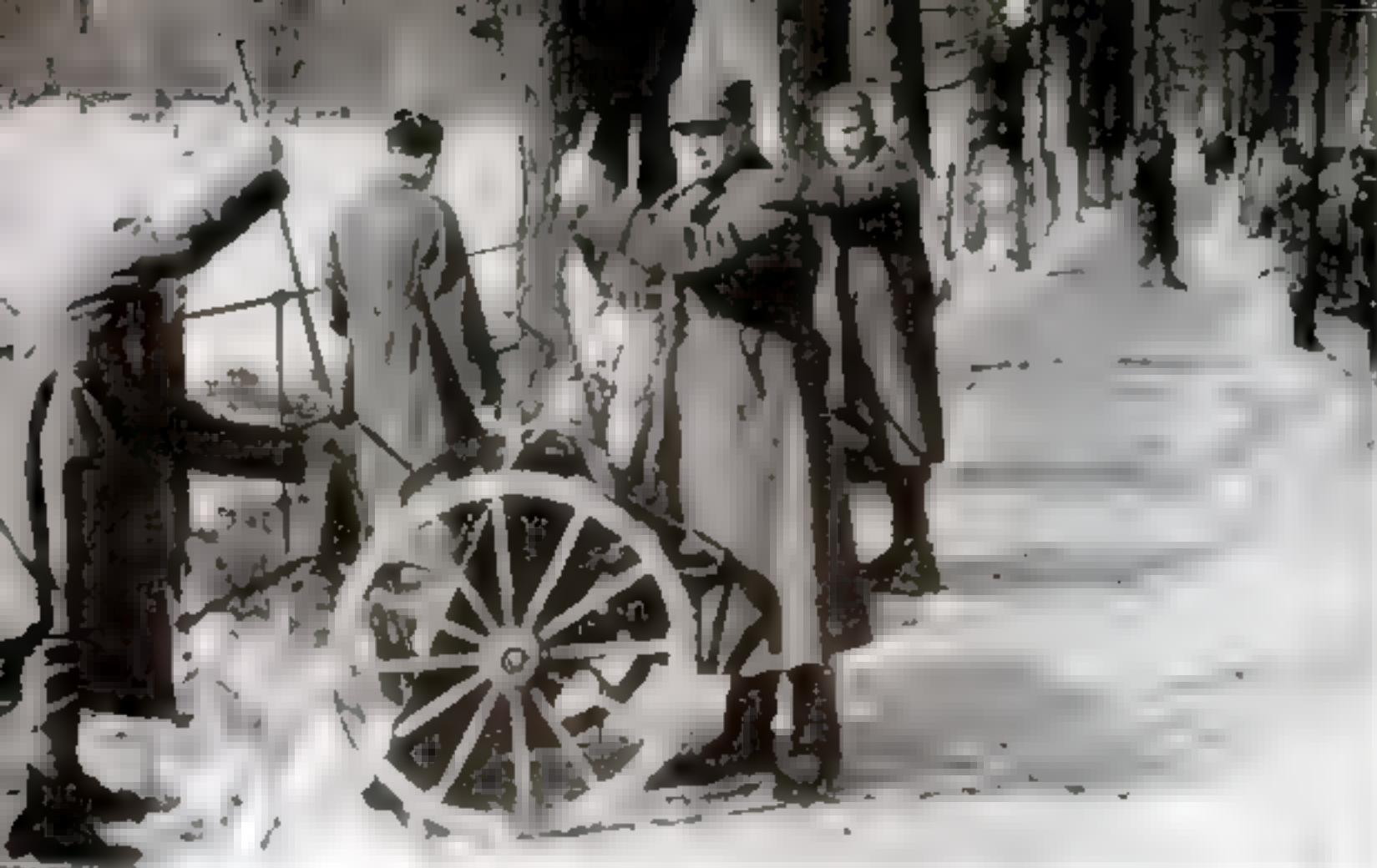
A Beautiful Radio-Phonograph. So simple a child can operate it. Dynagower Speaker—providing rich full-bodied tone. Plays 12-inch records with hi-cased Feather-touch tuning keys for instant station selection. Model J-68. **\$39.95***

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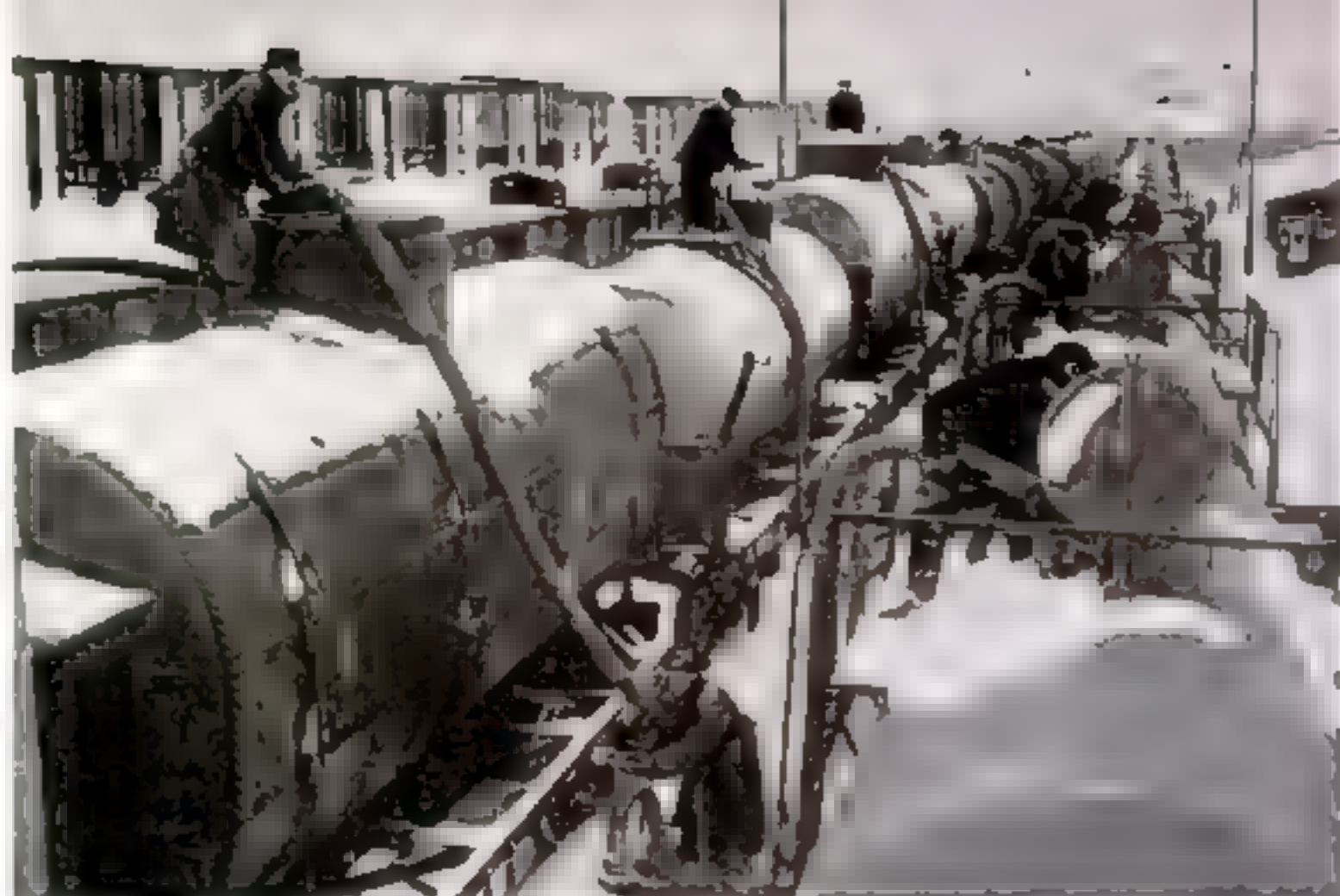
GENERAL ELECTRIC



Golden Tone Radio



Polish prisoners sweep streets of Berlin besides doing manual labor on German farms and railroads. War prisoners in the Reich include 1,000,000 Poles, 2,000,000 French and 44,000 British.



Russian oil supplies are here transferred from Russian tank cars to German ones at the border in conquered Poland. German railroad gauge is too narrow to carry the Russian cars into Germany.

INSIDE WARTIME GERMANY: PART II

SHORTAGES OF FOOD, COAL AND CLOTHES HAVE NOT YET BROKEN NAZI WILL TO WIN

by WILLIAM L. SHIRER

The Germans are not starving. Only wishful thinkers or the uninformed really believe they are. The truth is, that after a year and a half of blockade, the Nazis are still able to feed their people fairly well. Americans could hardly subsist on the German wartime diet, but the Germans, whose bodies in the last century became accustomed to large amounts of potatoes, cabbage and bread, are still eating—potatoes, cabbage and bread.

What the Germans sorely lack are enough meats, fats, butter and fruit. The present ration of a pound of meat and a quarter of a pound of butter or margarine a week is not as much as they were accustomed to in peacetime, but it will probably keep them fit for some time to come. However, the shortage of fruits, rich in vitamins, is acute. Last winter's severe cold ruined the German fruit crop and when I left Berlin in December, apples were the only fruit on the market. They were reserved for the young, the sick, and pregnant women. There was talk of getting oranges from Italy and Spain, but none arrived. During the first war winter in Germany, I never saw an orange or a banana. In the meantime vitamin pills of poor quality are being rationed to troops and children. Soldiers eat much better than civilians and last Christmas, instead of the family at home sending food to the men on the West Wall, thousands of soldiers sent their families Christmas packages of butter, cheese, fruit and coffee which they had saved from their rations. Whereas in the first war those at home worried about their boys at the front, in this weird war the men at the front worry about their kinfolk at home.

After the occupation of Denmark, a little more butter and bacon seemed to be available in Berlin, although rations were not increased. But it soon became evident that this was a dwindling supply because the Germans could not provide the necessary fodder, which formerly came from overseas, for Danish livestock. By now the occupied countries have become a liability to Germany so far as food is concerned.

The great mass of German people have gone completely without coffee,

Last week in Part I of his article on Inside Wartime Germany, William L. Shirer, CBS broadcaster in Berlin who is now in the U. S., gave news of German morale and of damage inflicted by British air raids. Published here is the second and concluding part of Mr. Shirer's article.

tea and chocolate since the beginning of the war. For coffee the Germans drink an *Ersatz* of roasted barley seeds, which tastes like dish water. By means of a deal between interests in Switzerland, Spain, Portugal and South America which outwitted the British blockade, a little chocolate was obtained this fall. A small additional supply was also looted from the occupied lands. It was enough to allow for a small ration of about a pound of

candy per family for Christmas. The day before I left Berlin I saw a group of silent but hopeful people standing patiently in a long line before the little candy shop in the Hotel Adlon waiting for their ration of Christmas chocolates.

The Germans sometimes have to line up for tobacco. It has not been rationed, but cigar stores are under strict orders not to sell more than one package of cigarettes or two cigars to any one customer in a day. Most German cigarettes come in packages of twelve—few enough—and the quality has greatly deteriorated since the outbreak of the war. German-grown tobacco, a foul-tasting weed, is being used in increasing amounts. The best wartime smokes any Germans have had were being enjoyed by the German troops I saw on the channel last fall. They were smoking British Goldflakes, part of the wonderful loot at Le Havre which had been the base port of the B. E. F. in France.

Matches have been shortened to conserve pulp. This has been a hardship for pipe smokers, already driven to despair by the non-burning weed which they have been forced to smoke. Until recently it was impossible to get a few grams of oil for a lighter. Now there are more matches and a few shops in Berlin have even wangled oil for lighters.

Drinking has increased in Germany because of war nerves and because in a land where people cannot spend their money on food, clothes or cars, they will spend it on things they can get. The ten days preceding the invasion of Poland saw a tremendous rush on the liquor shops in Berlin. The result was that during the long, sub-zero winter which ensued, it was

Allied tanks and trucks are being collected on the battlefields of France, Holland, Belgium to be sent to melting furnaces. This iron is then used to create new German tanks and trucks.



Rows of new Stukas represent the end toward which German wartime economy is directed. Although estimates vary, Germans are now probably turning out 2,300 planes of all types a month.





Leading Nazi general behind the scenes is little-known Alfred Jodl (left), artillery expert and chief of Hitler's personal staff, who gave Hitler advice on French invasion.

practically impossible to get a drink of *Schnaps*, that cheap but warming German spirit which, like beer, is a national drink.

Beer, for which Germany was so justly famous, also has deteriorated. The Government has drastically reduced the amount which can be brewed and has watered down the remainder to save grain for food and fodder. The famous *Pilsen* is scarcely recognizable as such today. Supplies of excellent German white wines are limited and last summer it was impossible to get a bottle of *Rot Wein* in Berlin unless you knew Louis Adlon. Bars no longer serve peanuts, almonds, olives or potato chips. The first three no longer exist and potato chips take too much fat. Only the humble pretzel remains.

How many bottles of champagne have been lugged back by the Germans from Rheims is not exactly known, but the number certainly runs in the millions. Ribbentrop may still stick to his German brand of Henckel champagne, for which he was formerly chief salesman, but judging by the truckloads of the original French product which I've seen unloaded before other ministries in the Wilhelmstrasse, his fellow ministers do not.

Although drinking has increased, prostitution has decreased. Most of the former street-walkers have been drafted to work in factories or on farms, and street-walking is an unprofitable business in the blackout where you can't be seen or during an air-raid when everyone is off the street. The habit of accosting women in the street has also come to an abrupt halt in Germany, partly because the blackout prevents both parties from sizing each other up and partly because prison sentences are imposed on anyone making advances to the wife of a soldier. Wives of soldiers are not easy to distinguish and several men have been sent to jail merely for addressing them on a pleasant evening. Hitler himself promised to protect the wives of the men at the front. The other day a man was sentenced to death for swindling a war bride out of \$16.

German women look to New York for styles

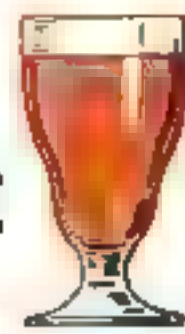
Though German women have never, even in prosperous peaceful days, been noted for their dress, travelers arriving in Berlin last fall were surprised that the women did not look worse. The present clothing ration of 150 points (100 points last year) does not allow a German woman to buy more than the material for one dress (60-85 points) every other year, since the remaining points must be saved for underwear, stockings, handkerchiefs, gloves, etc. But German dressmakers have developed a fine skill for tearing apart last year's dress and making it into something new, and even with Paris in Nazi hands, German women are turning to New York for

CONTINUED ON NEXT PAGE

Hitler spent Christmas with Air Force officers "somewhere" in France. Hitler's movements are kept so secret that even his Christmas plans were not known in advance.



You'll like yeast this new way



HENRY: How come so much pep? Been eating yeast again?

SUE: No . . . drinking Fleischmann's Yeast in tomato juice, the quick, delicious way.



HENRY: I was a faithful yeast-eater once, like millions of other people, and I never felt better in my life! But I didn't like the taste.

SUE: It's easy to stay with it now. Yeast in tomato juice is wonderful. Gives it that oven-fresh bread flavor. Twice a day is my motto! And I know that's the best way to get all the benefits of yeast. That's how I get that on-top-of-the-world feeling!

HENRY: I guess they've proved that yeast is one of the richest natural sources of the amazing vitamin B complex. Maybe I ought to take it up again.

SUE: Best idea you ever had. Drink it first thing in the morning, last thing at night . . . and keep it up. And don't be surprised if you begin to feel like a million!



MASH... Take a cold cake of Fleischmann's Fresh Yeast and mash it in a dry glass with a fork.



STIR... Add a little cold tomato juice, milk or water. Stir till blended. Then fill glass. Stir again and



DRINK your yeast this delicious, easy way. It's quick, too . . . whole business takes less than a minute!



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WE CERTIFY these imported ingredients in
HEUBLEIN'S CLUB COCKTAILS.
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...WHERE ELSE

can you turn for a cocktail that you know is exactly right?

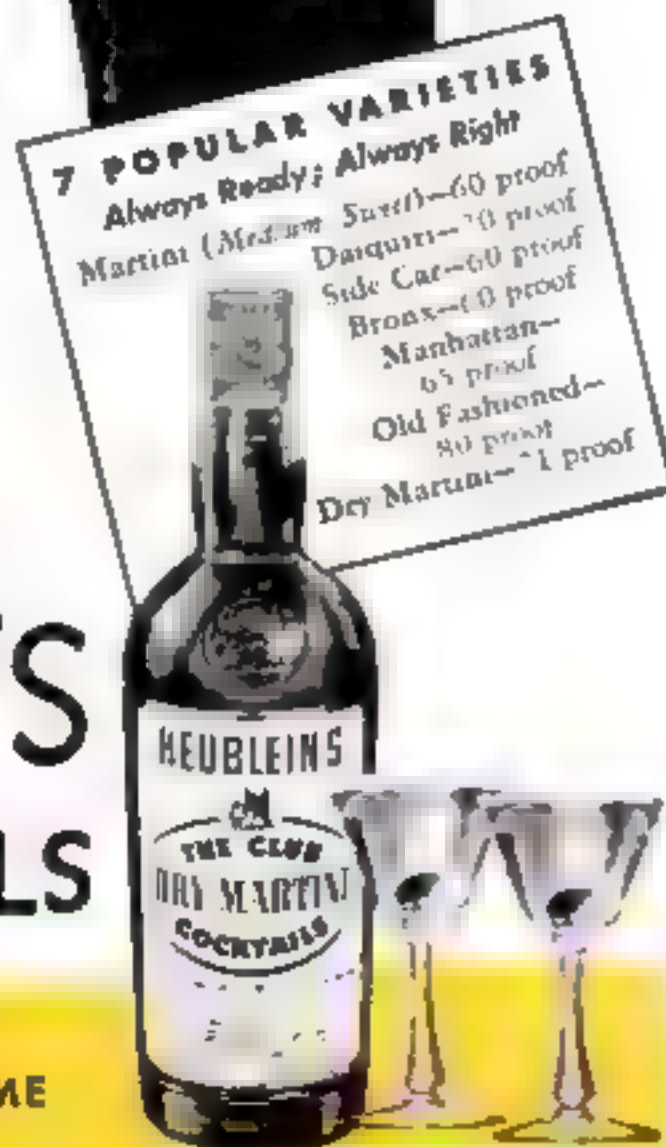
In HEUBLEIN'S CLUB COCKTAILS, the finest ingredients are measured and blended by a master hand—then *inter-mellowed* by long union in the bottle.

It's perfection that home-made cocktails can hardly hope to equal! Yet all you do is ice them in a shaker and pour!

Next time serve HEUBLEIN'S CLUB COCKTAILS! *Better*—because they're professionally made. *Better*—because we use the best!

HEUBLEIN'S *Club* COCKTAILS

FOR PROFESSIONAL COCKTAILS AT HOME



WARTIME GERMANY (continued)

styles. I was besieged this fall by the wives of German acquaintances who had heard that my wife, when she visited me in Berlin, had left a half-dozen copies of the latest American fashion magazines.

To German women the occupation of France and Belgium was a godsend. Allowed to purchase only six pairs of stockings a year, they had counted on going barelegged during the warm summer months. But they never did. Long before the fighting was over last May and June, millions of pairs of real silk French stockings were pouring back over the border to the Reich. By the end of the summer most German women owned more hosiery than they ever had in their lives. Nazi soldiers simply mailed home the silk stockings they had bought with worthless paper marks, and a large fleet of German Post Office trucks, especially assigned to the job, delivered the bundles to wives, daughters and sweethearts. When I revisited France and Belgium late in August, storekeepers even in the little provincial towns pointed bitterly to their empty shelves. They had been cleaned out of stockings, lingerie, perfume and soap. The Germans have great need for soap at home, for only an *Einheits* or uniform kind of soap has been sold since the war began. It is extremely gritty, like the soap in factory washrooms. German women say it scratches the dirt off, but is hard on the complexion.

Clothing shortage is severe

If it is to be a long war Germany's clothing problem will become acute. The Reich imports all of its cotton and almost all of its wool. You can only get a new overcoat by turning your old one in, and the old coat must be extremely shabby before the authorities will permit the exchange. Germany is woefully short of leather, and shoes must be worn out beyond possibility of repair before you are entitled to a new pair. A new suit costs a man two-thirds of his yearly clothing ration and if he buys a suit he must then get along without new underwear, socks, shirts, sweaters, handkerchiefs or gloves. The shortage of textiles is also felt by the Army which has had difficulty finding enough heavy topcoats for its men. When the war started the Labor Service battalions were given stolen Czech uniforms which the Germans had not even bothered to dye. The so-called "Todt Organization"—consisting of hundreds of thousands of laborers who were pressed into service behind the front—procured no uniforms at all. When I saw them at the front they were wearing tattered civil clothes. While the Germans have done

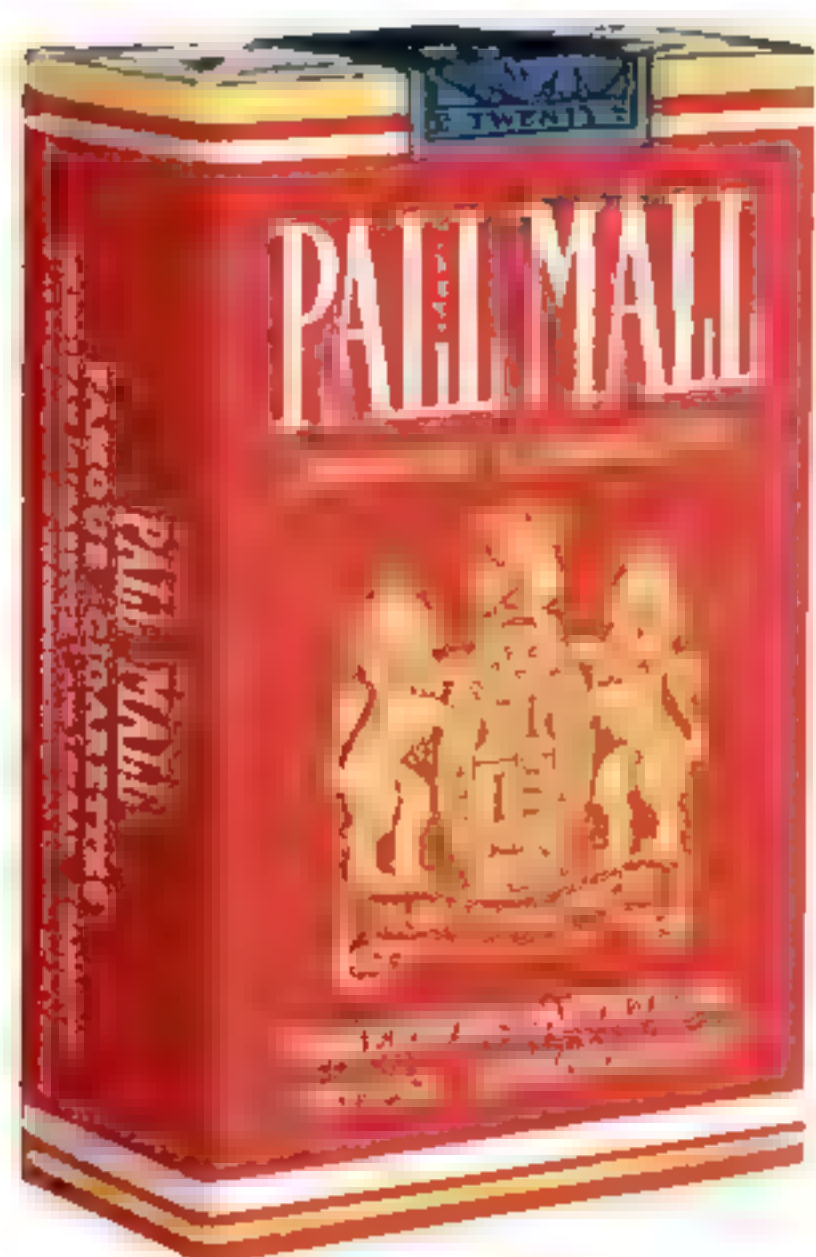


With a bottle of French champagne tucked under his arm, this smiling Nazi orderly is about to enjoy the wine of victory. Notice the French officers in the background.

CONTINUED ON PAGE 61



"It's more than a change—it's an important forward step!"



■ ALL OVER AMERICA smokers are realizing that Pall Mall is an important forward step.

It is a cigarette deliberately designed for better smoking.

It is longer than the conventional cigarette.

And this additional length is important. For it travels the smoke further—so the smoke reaches you cooler. It filters the smoke through more tobacco—so the smoke is definitely milder.

Important, too, is BULKING.

For this careful, time-taking process mellows tobaccos as nothing else can.

In BULKING, the traditionally fine Pall Mall tobaccos acquire a new character. The delicate flavors blend together. All harshness is gradually softened. Pall Mall becomes a noticeably smoother cigarette.

The smoke of these fine tobaccos—enriched by BULKING, traveled and filtered through Pall Mall's greater length—gives you a combination of advantages no other cigarette can offer.

Prove it! Yourself, try Pall Mall critically.



PLACE YOUR OLD CIGARETTE HERE

"WHEREVER PARTICULAR PEOPLE CONGREGATE"

Proving that *Sky Chief* gasoline starts quicker than a jack-rabbit!



*Get the jump on winter with . . .
this fast-starting luxury gasoline!*

STAND back, folks—you won't have to wait long to see a real thoroughbred gasoline in action. When you push the starter *SKY CHIEF* starts... winter or no winter!

You know at once you are driving with a *luxury* gasoline. You can tell by *SAY CHIEF's* flashing response...by its rapid warm-up...its swift, smooth hill climbing.

SKY CHIEF's instant volatility and high anti-knock give you these extras. You can sense SKY CHIEF's

extra surge of power! It sweeps you through traffic and up hills without constant gear-shifting. At the same time, *SKY CHIEF* actually reduces gasoline waste and returns to you a generous *mileage-bonus!*

SKY CHIEF is for those who want the best. Yet it costs no more than other premium-priced gasolines. Enjoy the thrill of luxury driving. Try **SKY CHIEF** today.

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the price you pay for it. It's the
the regular extra features that
the conventional ones are pe-
sented in a series of previous
models with better profits
at lower prices. ++ **Skylark** is
available in all 48 States and in
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2 GREAT RADIO PRO
FRED ALLEN and a great cast in the
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METROPOLITAN OPERA. Complete broadcasts of great operas with famous stars every Saturday afternoon. Consult newspapers for times and locations.

GUYNAS
WILLIAMS



At Gestapo headquarters in Berlin, teletype room (above) is busier than ever since the war started. In 1940, excluding all secret executions, 48 spies were beheaded by Gestapo.

WARTIME GERMANY (continued)

much with *Ersatz* materials, especially cellulose fibers, 80,000,000 people can't be clothed with products of wood.

The necessity for providing the people with warm clothing was especially felt last winter. It was the most severe in a century and for many weeks most homes and offices were without heat. Morale tumbled as people shivered. This summer the Government tried to provide the people with 80% of the coal allotted two winters ago (a mild winter) and the inhabitants, remembering their sufferings, stored coal during the warm summer months. But the Government prays for a warm winter, and all summer and fall it continued to forbid Germans to take hot baths except on Saturday. The Adlon is the only place in Berlin where you can get a warm bath at any time. But then, the Adlon is run principally for foreigners. On many days last winter my room was jammed with German friends waiting for a bath or just trying to get warm.

The absence of hot water and warm rooms in Germany is not attributable to any lack of coal, of which Germany has plenty, but because the canals and rivers, which carry two-thirds of the country's coal deliveries, froze over last winter and again this year. The railroads simply do not have the facilities to haul much coal and they are needed for other tasks. The armies in the west must be provisioned, and the 40 divisions facing the "friendly" Russians on the "Eastern Front" must also be supplied. Then 200 trainloads of coal a day must cross the Alps to faltering Italy. This alone is a rail problem of considerable magnitude.

Russian oil supplies are slim

At this time of year when the Danube freezes over, tying up the oil barges, petroleum from Rumania must be brought by a long rail haul to the Reich. But Germany is woefully short of tank cars and Rumanian oil experts tell me that the Germans have pressed into service every dilapidated tank car they could lay their hands on in order to keep the oil flowing from the Ploesti fields. More tank cars still are needed to fetch Russian oil, as Russian tank cars, with their wider gauge, cannot be run into Germany but must transfer their freight to German cars at the border. It is not believed, however, that the Germans received more than a million tons of Russian petroleum last year.

Yet Germany appears to have plenty of oil today. Major General Schell, the wartime czar of the German oil business, insists that it is no problem at all, though doubtless he is exaggerating. For one thing, German airplane engines were designed to operate and do operate exclusively on synthetic gasoline made from German coal. This supply can only be threatened if the R. A. F. smashes the main German synthetic oil refineries. The British have bombed several times and hit the main refinery at Leuna, but so far as we know they have not yet seriously crippled production. Furthermore, consumption of gasoline has been drastically restricted. No private motor cars are allowed to circulate unless their owners are on state business. Private trucking has also been severely reduced. Few stores have been allowed to maintain a delivery service. Unless you buy furniture or a piano, you must carry your purchases home.

How much oil the Germans grabbed in Holland, Belgium and France is not known but it is thought to have been considerable. Following the German Army through Belgium last spring, I was amazed at the amount of gasoline that the Allies had failed to de-

CONTINUED ON NEXT PAGE



Persuede

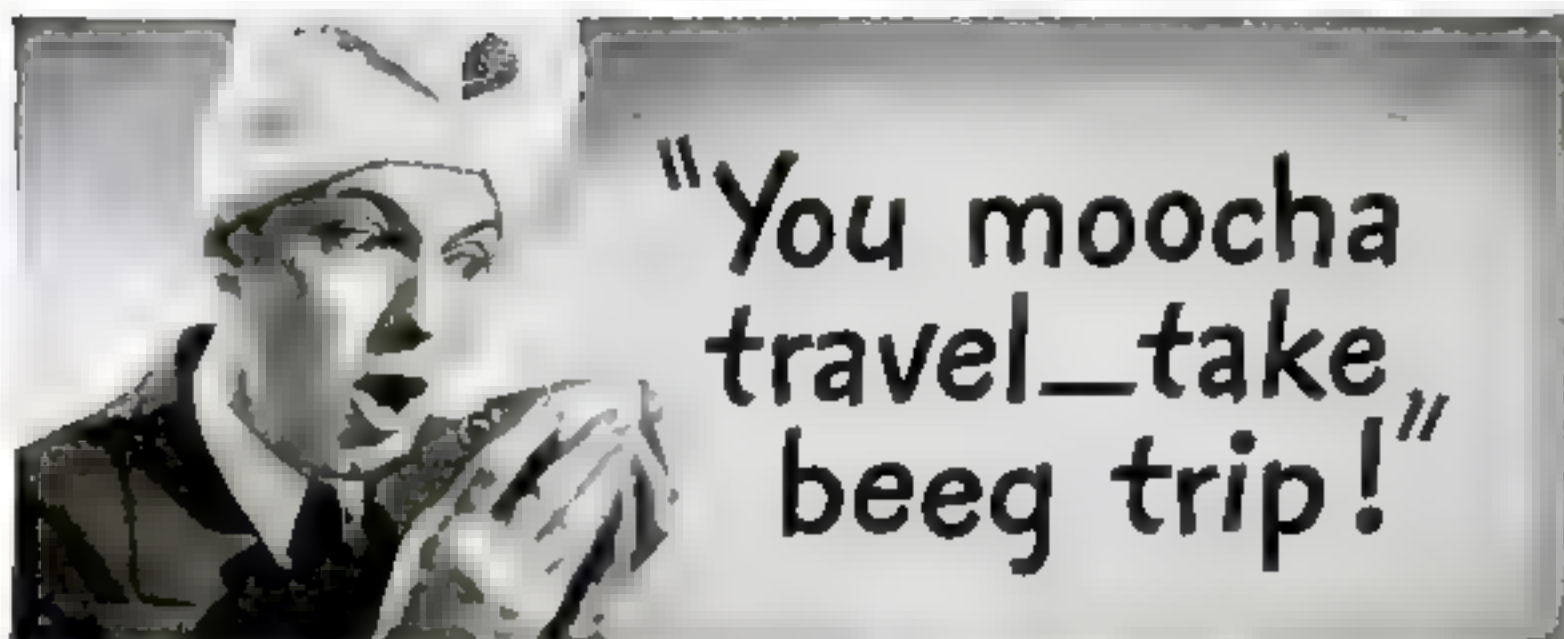
*the foundation garment
with the sensational
new texture*

*... it comes to you
in a Beauty Box*



When you lift your PERSUEDE foundation out of its Box-of-Beauty, your fingers will experience a new texture thrill. Here is a foundation fabric with the tenderness of velvet, but so firm it moulds your curves *instantly* ... and is textured never, never to ride up. *There is no other foundation like PERSUEDE.* Already tested on women in many walks of life, PERSUEDE is considered as important for figure beauty as fine creams and lotions are for beauty of face ... Go to your favorite corset department today, get PERSUEDE ... see how it sculpts you. Ask for it in the stunning FREE Box-of-Beauty. On sale today at your favorite corset department. 5.00, 7.50 and 10.00.

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1 Bob dashed out like a volunteer fireman and came back—a Yogi! With his tea cup between us, he fixed me with a piercing eye and announced, "You are going on a lo-o-ng jour-nay!"



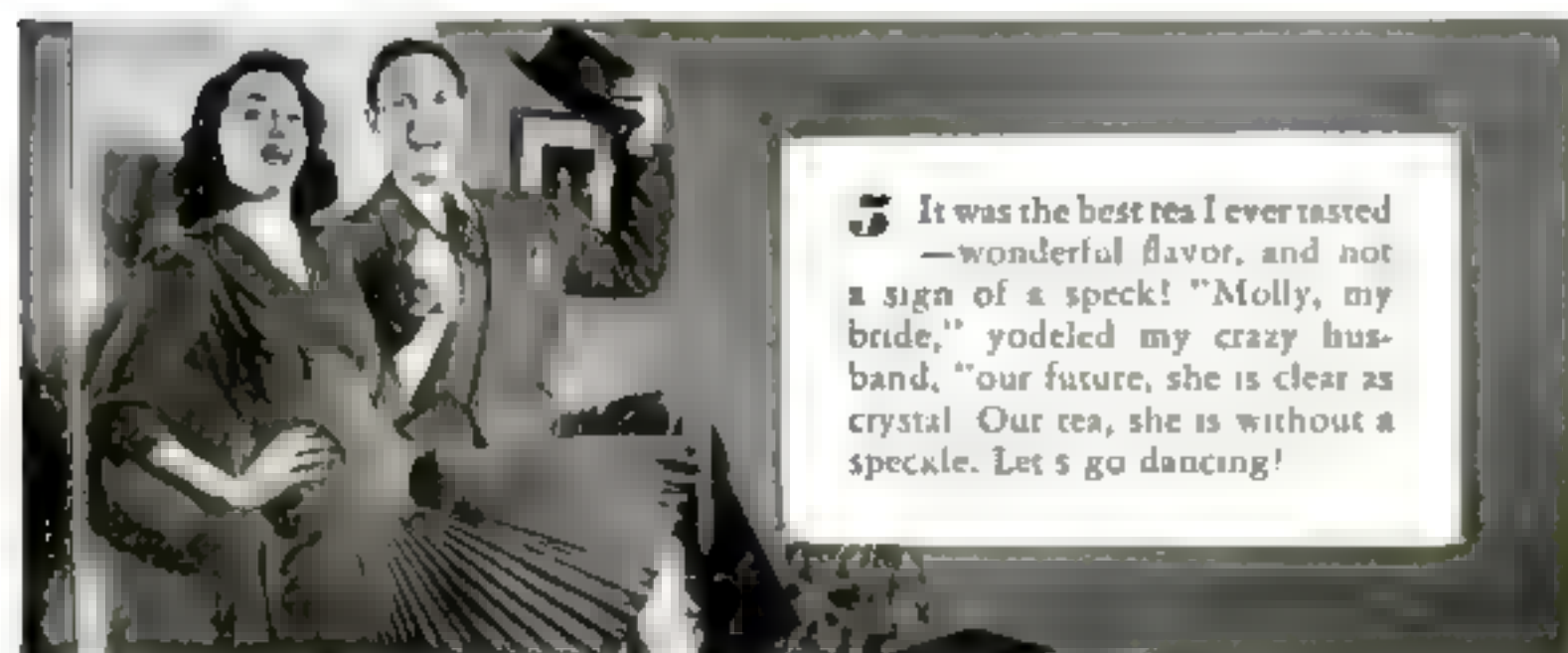
2 "Goody, I love travel!" I said. "I see your fu-ture in the tea cup," he said—you can't tell from his talk whether he's an Indian or Horrentot—"I see BEEG trip to grocery store!"



3 "Silly, that's just little speckles of tea that came through the tea ball," I said. "That cup was spotless." "But the—what you call it?—the speckle, she don't get out of the Tender Leaf Tea Ball," said Bob. "I read the ad!"



4 So-o-o—next day, when Bob came mushing home to the igloo, like a true wife I made tea with Tender Leaf Tea Balls. They're front-page news to me—every one a tea filter, all prettied up in a separate envelope . . .



5 It was the best tea I ever tasted—wonderful flavor, and not a sign of a speck! "Molly, my bride," yodeled my crazy husband, "our future, she is clear as crystal. Our tea, she is without a speckle. Let's go dancing!"

TENDER LEAF TEA BALLS are made of a new kind of filter paper—tasteless, odorless, insoluble in water. All the wonderful flavor and strength of the tea is filtered into the cup—protected against stray tea leaves or "specks." Every Tender Leaf Tea Ball comes in a separate envelope, untouched by human hands until you use it. Your grocer has Tender Leaf Tea Balls—8, 20, 50 or 100 to the package.



Listen to "One Man's Family" on the NBC Red Network every Sunday

WARTIME GERMANY (continued)

stroy. At Courtrai in Belgium alone, the Germans found 250,000 gallons of high-test gasoline, despite the fact that the British had had plenty of time to set it afire. When I left Berlin in December gasoline seemed to be more plentiful than at any time since the war began. Though my ration card entitled me as a foreign correspondent to 37 gallons of gasoline a month, I had to lay up my car a year ago because the filling stations in Berlin were dry. This winter they were full and I had no trouble in getting my 37 gallons.

Running this vast total war is one man: Adolf Hitler. He is still absolute boss and rarely heeds the suggestions of his chief lieutenants. He is without personal friends and, since the murder of Roehm in the 1934 purge, not even Goering, Goebbels or Hess dares address him with the familiar *Du*. His whereabouts is a closely guarded military secret. Guards, lackeys and officials in the Chancellery, who occasionally tipped off correspondents when Hitler planned to leave Berlin, have kept their mouths shut since the war began. Before the war it was possible to tell when Hitler was in Berlin by observing whether his personal standard was flying above the Chancellery. Now Himmler, chief of the Gestapo, keeps it flying all the time, whether the Fuhrer is in the capital or not. The press makes no mention of Hitler's movements and American correspondents were unable to find out in advance even where Hitler planned to spend Christmas.

Today Hitler rarely dines with the important men around him. For company he prefers his party cronies of the early "fighting" days: Bruckner, his chief adjutant, Hess, his one-time private secretary, Max Amann, his top sergeant during the World War and now the highly remunerated czar of an immensely wealthy Nazi publishing house. The really big Nazis see Hitler either at appointments during the day, or after dinner in the evening when the Fuhrer invites them to a private showing of a film. This small group is the only one in Germany which has seen *Gone With the Wind*. Goebbels would not even allow party officials to see it for fear that they might contrast it too unfavorably with the trashy but expensive films now being produced in Germany.

No. 2 man in Germany is definitely Goering. He is the only Nazi who could perpetuate the present regime if Hitler passed on. The fat, bemedaled Reichsmarshal enjoys a popularity among the masses second only to Hitler's. Hitler always had hoped that Hess might be his successor and in his will named him to take over after Goering, but Hess lacks the driving power and imagination for the job of top man. Goebbels, who used to be No. 3, has lost ground since the war, partly because he has no connections with the military or the all-powerful secret police, and partly because he bungled his propaganda job at crucial moments. He tripped up badly when he ordered the press and radio to celebrate the victory of the *Graf Spee* on the day before it was scuttled.

Goebbels' position as the real No. 3 leader in Germany has been taken over by Heinrich Himmler, who looks like a harmless country school-teacher but is in reality an extremely brutal man. He has the power of life and death over all German citizens, including the Army and Nazi politicians, and it is a rare day that you cannot find buried in the back pages of the German newspapers some obscure item disclosing that "S. S. Chief Himmler announces that Hans Schmidt and Paul Schultz were shot while offering resistance to the police."

Gestapo hushed up "mercy killings"

Himmler's latest accomplishment—never related before in this country and known to few people in Germany itself—has been the execution of tens of thousands of the mentally deficient throughout the Reich. Few details of these fantastic "mercy killings" are known, but it has been established that the Gestapo is now carrying out the systematic mass murder of thousands of mental misfits dragged from both private and state sanitariums. Only Hitler and a few men at the top—and of course the relatives who are told to fetch the ashes—know of it yet.

There are two other "big men" around Hitler, Joachim von Ribbentrop and Dr. Robert Ley. Hitler has recently taken to calling his foreign minister "a second Bismarck," although men like Goering, who dislike Ribbentrop, cannot understand why. Dr. Robert Ley, boss of German labor, is an able, ruthless administrator, fanatically loyal to his chief. One of his greatest exploits has been to put over the "People's Car." Millions of workmen pay five marks a week out of wages averaging 40 to 50 marks on their *Volkswagen*. The model factory erected to turn out the workman's car is now busy on tanks and trucks. Yet the laborer must continue to pay on his car and it is estimated that the state has collected a half-billion marks of ready cash in this manner. We asked Dr. Ley about the car one day at a press conference and he showed no embarrassment. He said it

would be a good car and that it would go into production as soon as the war was over. Dr. Ley, who stutters when he makes public speeches, is nonetheless quite a rabble rouser and very expert at promising the workers a "socialist paradise" with high wages and paid vacations when the war is over. Not all workers believe him, but a surprisingly large number do.

Among those who have had their wings clipped is Dr. Schacht, Germany's "financial wizard," whose job as president of the Reichsbank and as Minister of Economics have been taken over by Dr. Walther Funk. Julius Streicher, the famous Jew-baiter from Nurnberg, suddenly dropped out of sight a few months ago along with his notorious magazine *Der Stürmer*. Party circles now say that he is under arrest while certain financial matters are being investigated.

In the Army Hitler still personally calls the tune. General von Brauchitsch, commander in chief, seldom speaks up, and Keitel is little more than a liaison man between Hitler and the General Staff. The brainiest general is Franz Halder, chief of the General Staff. Despite the fact that credit for the smashing victories in Poland and the West belongs to him as much as to anyone, Hitler dislikes Halder and refused to make him a Field Marshal after the fall of France. Very powerful in the Army but completely unknown among the people is General Alfred Jodl, chief of Hitler's own military staff.

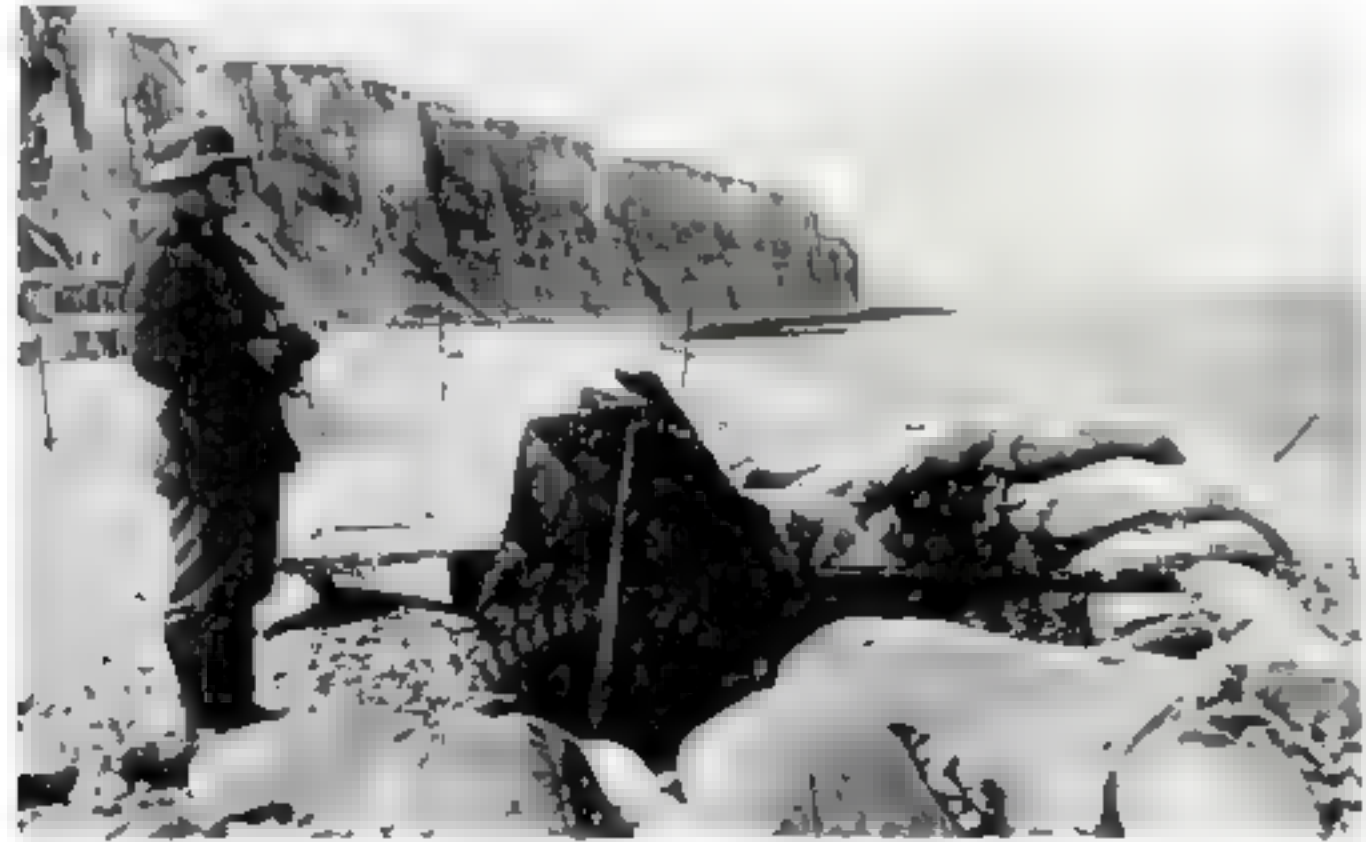
Germans fear revenge of their victims

Few Germans feel any moral qualms about Hitler's aggressions. They know little of the fifth column technique which he employed to devour his unsuspecting neighbors. To the German people, for instance, Quisling is just the name of a Nazi leader in Norway, and they find it only natural that he should be at the top after what happened. They know little of the nightmare that is taking place in Poland.

Just a suspicion of moral guilt touches individual Germans now and then, and lately I noticed in talks with people a gradual realization that Czechs, Poles, Danes, Norwegians, Dutch, Belgians and French do not relish living under the Nazi heel and will some day attempt a terrible revenge. A Berlin garage mechanic, who unlike the majority of Germans does not particularly like Hitler, his regime or even the war, expressed this feeling in this manner: "It is better to win with Hitler even if you don't like him, than to lose. If we lose, Hitler and the Nazis will go, but what will become of us? We will be trampled to the earth. If the Poles and Czechs and Norwegians and Dutch and all the others ever get to Berlin, they'll dynamite the city to the ground. Last night, I dreamt of it. On the other hand, if we win, we will have prosperity like you had in America once."

Propaganda Minister Goebbels has not been slow to harp upon this theme. More and more the German press and radio are conjuring up a horrible picture of the kind of peace the British would make if they won. Fear of that kind of peace is one of the forces driving the Germans to ever greater efforts in this war.

"Do you think you'll win?" I said.
"Certainly," the garage mechanic replied, looking very surprised.
Eighty million Germans think so too, although I saw the German Army digging trenches and stringing barbed wire near the English Channel coast last August as a precaution against small British bands which landed and raided the German-occupied continent as early as last July. The German people themselves felt keenly disappointed last fall when the quick victory over England, which they had been led so confidently to expect, failed to materialize. But they still feel certain that they will win this war.



For fear of British raids, which started against the German-occupied lands in July, the Nazis have strung barbed wire and placed anti-tank guns all along the Channel coast.

You're Socially Secure

When Skin has this Fragrance Men Love

The popular way to combat body staleness is with the costly perfume of Cashmere Bouquet Soap.

If you want to click, young lady, let your skin exude a breath of romance. For man is a slave to his senses, and the exotic fragrance of Cashmere Bouquet speaks to him in the mysterious language of love.

So insist on Cashmere Bouquet Soap for its costly perfume—the only fragrance of its kind in the world, a secret treasured by us for years. It's a fragrance men love. A fragrance with peculiar affinity for the senses of men.

Massage each tiny ripple of your body daily with this delicate cleansing lather. Rejoice as unwelcome body staleness departs. Thrill as your skin is kissed by Cashmere Bouquet's exquisite perfume, the fragrance men love.

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At 3 cakes for 25c, anyone can afford Cashmere Bouquet Soap. Same quality, same perfume, same size cake that used to sell for 25c each.

Cashmere Bouquet Soap

3 for 25c
Wherever fine soaps are sold

WITH THE FRAGRANCE MEN LOVE

FIELD ARTILLERY



Shell fragments are what cause destruction. A 75-mm. shell is not designed to explode with great force or to hit enemy

soldiers directly. Actually the shell is exploded by a small charge of TNT, which does not pulverize the shell body but

splits it up into innumerable small jagged fragments which spin and sing through the air, producing a spray of death.



Battery position is selected and the guns towed in. The trucks travel in single file and move on after dropping guns, thus revealing to airplanes only a single track, going right by gun position.



A gun is hosed under a tree by its crew. The four guns of the battery will be spaced unevenly forward and back so that all of them will not be wiped out by one good enemy volley.

MUZZLE

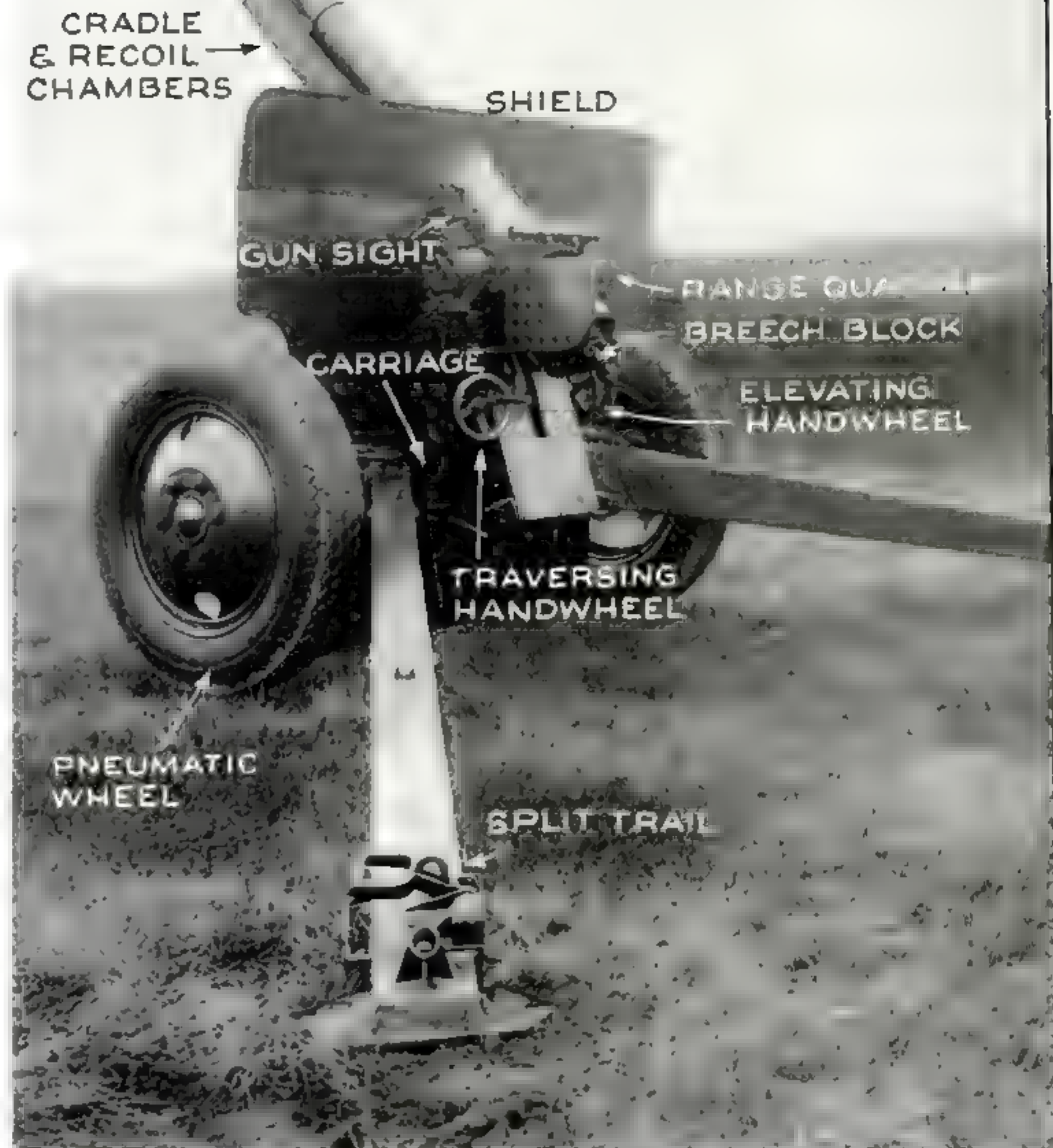
LIFE SHOWS HOW TO FIRE A 75-MM. GUN

Secret ambition of many an otherwise peace-loving American is to fire a big gun. To them few pleasures could surpass the thrill of aiming the long barrel, yanking the lanyard, hearing the sharp roar of exploding powder. Unfortunately, even in times of vast military preparations like these, the chances for a civilian to fire such a gun are practically non-existent. To show these people how a gun is fired, and more important, to show how the U. S. Army is training for action, LIFE here prints pictures taken last summer at Fort Sill, Okla., of a battery emplacing, aiming and firing a 75-mm. gun.

Artillery means all types of cannon, whether used to guard harbors, knock down airplanes or blow up enemy positions. Field artillery, however, refers only to highly mobile guns, howitzers and mortars capable of keeping pace with the flux and movements of men and machines in battle. Its main job is to supply fire support to infantry. Its lighter units are supposed to knock out machine-gun nests, trench-mortar positions, observation posts, and destroy, as far as possible, all enemy personnel in relatively unsheltered positions. They can even be a help in stopping tank attacks. At all times, however, they must be ready to move and to move fast. When the advance infantry or armored forces break through the enemy's defensive lines, the field artillery must be right behind, supplying fire where needed.

Light field artillery is almost universally composed of 75-mm. guns (like the ones shown here) and 105-mm. howitzers. The difference between these two cannons is that, in addition to having a bigger bore and using a heavier, more powerful shell, the howitzer can fire in both a curved and flat trajectory, while the 75 can fire in only a flat trajectory. As a result, the howitzer, which has been developed and used successfully by the Germans, is gradually outmoding the 75 in all the armies of the world. In the U. S. Army, however, because money has not been available during peacetime to build new guns, the 75 still remains the basic light field piece. With it, the U. S. will undoubtedly have to fight the next war.

The pictures below show a gun battery from Fort Sill preparing for action. The reconnaissance officer and the battery commander have done their preliminary work, selected a gun position, an observation post and a forward observation post. The wooded, sloping ground will be difficult for enemy tanks to navigate, and overhanging trees will protect the guns from air observation. Since speed in getting into action is a necessity, these guns will not be perfectly camouflaged at first, but as soon as there is time, camouflage nets will be set up and the guns thoroughly hidden from air photography. If such precautions are not taken, the gunners may find their positions discovered and, before they open fire, their guns may be wiped out by enemy batteries.



The 75-mm. gun, weighing 3,800 lb., is still the basic weapon of the U. S. Field Artillery. They were built

for World War I, some have recently been modernized at a cost of \$8,000 each. The army has over 200 of them



Shell boxes are also horsed under a tree. Each shell, worth about \$8, comes in a paper carton. Gun sections like this have automatic rifles for protection against planes and infantry.



The guns have been moved in and everything is ready. The captain will direct fire from observation post, connected to firing battery and the forward observation post by telephone or radio.

DATA FOR FIRE

- ① Magnetic north is found on compass of aiming circle.
- ② Correction for map north is set on aiming circle.
- ③ Aiming circle is aimed at target, and angle between map north and target found to be 253° .
- ④ Range finder gives distance to target as 3,300 yd.
- ⑤ Battery commander estimates shortest distance from observation post to line between guns and target as 700 yd.
- ⑥ Artillery men know 700 yd. at 3,300 yd. range subtend an angle of 12° .
- ⑦ 12° angle is added to aiming circle angle (253°) giving observation post a reference line parallel to the line between guns and target and
- ⑧ A reference angle (265°) equal to angle between gun-target line and map north.
- ⑨ Observation post sends guns data that target bears 265° from map north.

HEYLS HILL OBSERVATION POST

MAP NORTH

MAGNETIC NORTH

GUNS

MAP NORTH

TARGET

OBSERVATION POST

BATTERY COMMANDER'S TELESCOPE

MAIN OBSERVATION POST LOOKS OUT OVER BATTLEFIELD AND TARGET

GUNS ARE AIMED BY TRIGONOMETRY

Aiming and firing a 75 can be done in one of three ways. The simplest method is to handle it like a rifle and aim it with the gun-sight. This is effective in anti-tank work. Another method, if there is sufficient time to make surveys, secure data and aerial maps, is by unobserved fire. In this method the battery's position and the position of the target are plotted on the map, and the range and direction in which the gun should be fired calculated from the map.

Usually, however, sufficient time and adequate maps are not available. Then, observed fire, as explained on these pages, must be used. For this, in addition to the gun position, an observation post must be established. It should have a full view of the target. Because it will probably be the first objective of enemy batteries, it must be well hidden. In the example here, the main observation post has been placed on the forward slope of Heyls Hill, in a position where it can be well camouflaged by trees and bushes. As an added advantage, a forward observation post will be established right up in the front lines of infantry. From there observers will be able to advise the battery as to locations where fire is advantageous.

As soon as the location of the guns has been chosen and the observation posts established, calculations to determine how and where the guns should be fired are begun. The officer at the main observation post, with his men disposed as shown above, determines the range and direction of the target from his position. Then by the simple trigonometric problem shown at the left, they determine the range and direction of the target from the gun battery. This information is telephoned to the executive officer at the guns by the battery commander. The executive officer then lays the guns on target by the method shown in drawings below and the photographs at far right. After that the battery is ready to fire. For loading the guns turn page.

①

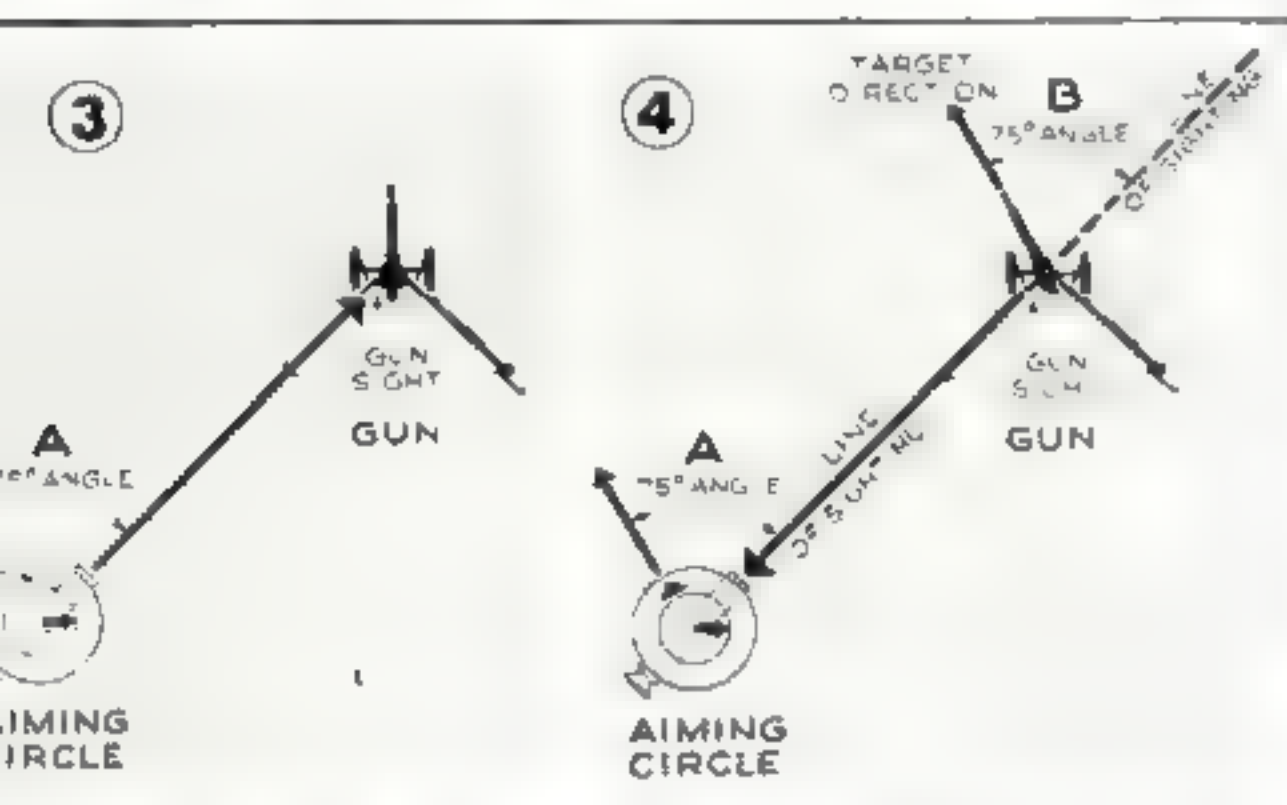
②



How to aim the gun. In No. 1, map north is determined by correcting magnetic north. In No. 2, direction to target as telephoned down from the main observation post is plotted on the aiming circle— 95° from north. Therefore, in No. 3,



ITS STATIONS MUST BE SPREAD OUT FOR PROTECTION AGAINST FIRE



after sight, has been taken from aiming circle to gun, computation shows an angle of 75° between line of sighting and line of target. In No. 4, a sight is taken from gun to aiming circle, and the gun is moved to 75° off this mutual line.

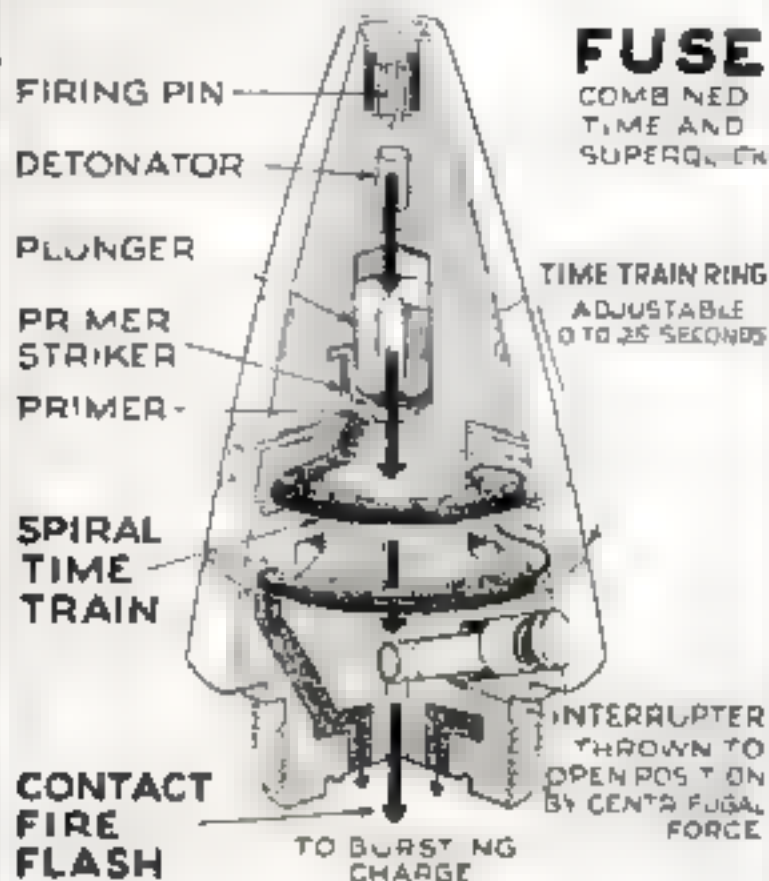


A sight is taken by the battery executive from the aiming circle to the gun. As the diagram below left shows, he determines that target bears 7° off line of

sighting. Below the gunner takes a sight on a ranging candle then sets his gun at a 70° angle off this line of sight. This should enable him to hit his target.

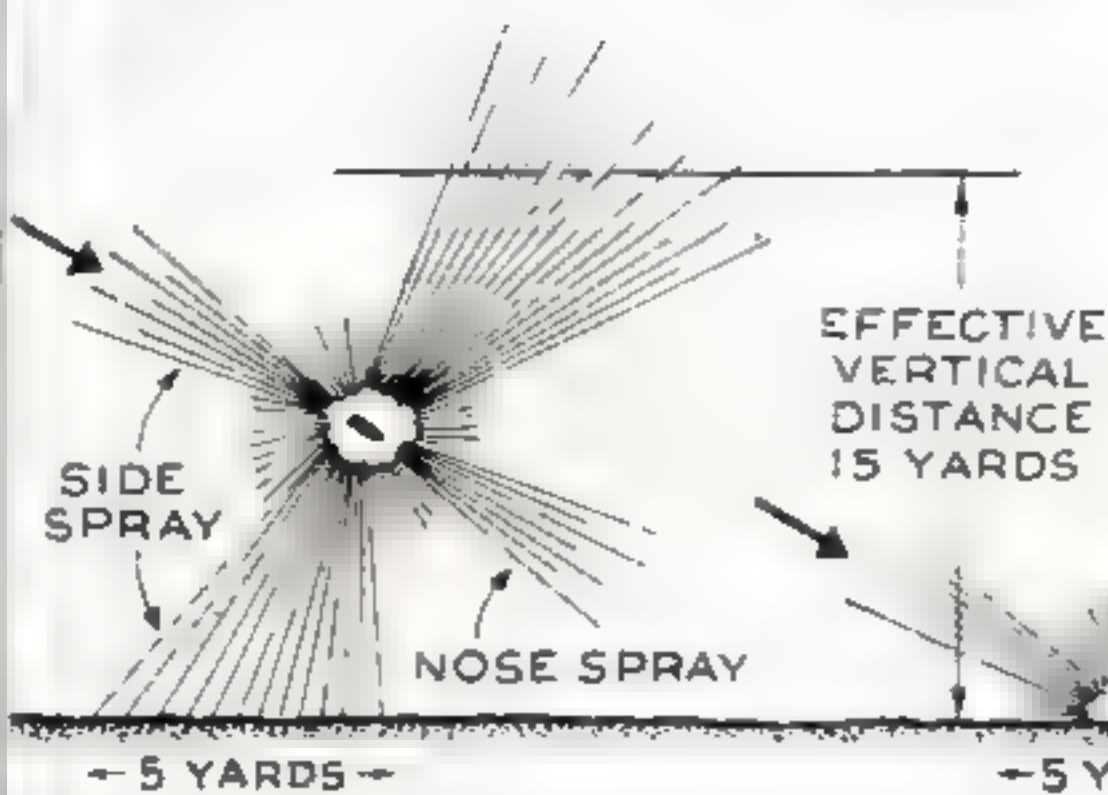


(continued)



This fuse is placed in nose of the shell, sets it off by ground contact if spiral time train fails

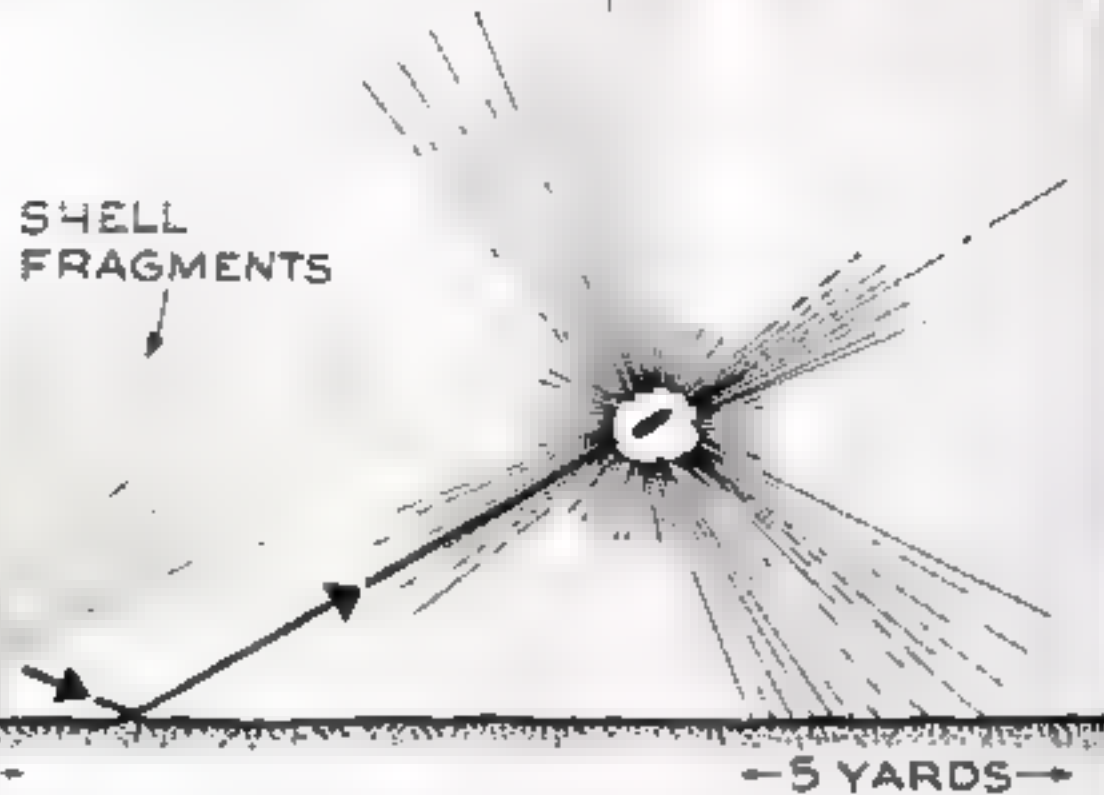
TIME BURST



IMPACT BURST



RICOCHET BURST



Three kinds of bursts may be used. A time burst, distributing jagged fragments over a wide area, is best against personnel in exposed po-

sitions. An impact burst is good against matériel. A ricochet burst is useful against men in trenches since its greatest effect is vertical.

THE GUN CREW WORKS LIKE A FOOTBALL TEAM

A good gun crew, composed of seven men, must have all the teamwork of a crack football team. If for week after week it practices the shell passing, loading and firing shown below, it should be able to fire six rounds a minute. Only then will it be considered ready for actual fighting. Especially important during such actual fighting will be the recorders and telephone and wireless operators. If they make a single mistake, their target will be missed, their guns may be destroyed, their own soldiers killed.

Before the gun is fired, the gunner must choose and set the shell's fuse for a time burst, an impact burst or a ricochet burst, depending on which is

wanted. The diagram to the left above shows a fuse, which is what imparts an igniting flame to a booster charge which in turn sets off the main explosive, causing the different bursts. In general a time burst is most effective because it distributes the maximum number of fragments over the maximum area. In addition, this fuse can be so set that if it does not go off at right time, it will go off on contact with ground. In a time burst, fragments are not only thrown up and down as diagram above shows, but they are thrown 15 yd. to each side of the shell. This means that each shell covers a swath 30 yd. by 5 yd., and a four-gun battery produces a murderous flail 120 yd. by 5 yd.

1 FUSE SETTING



2 SHELL PASSING



5 BATTERY READY

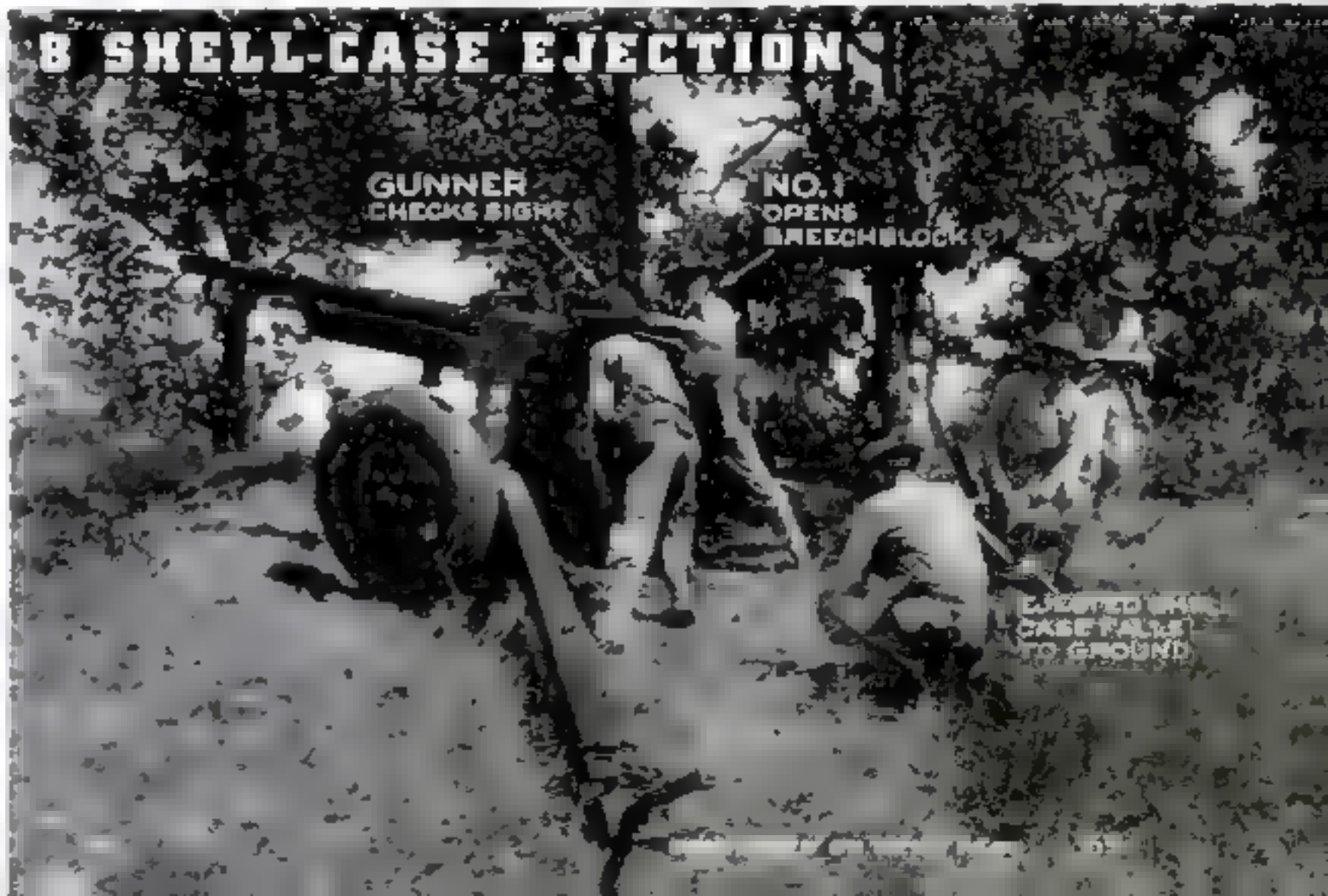
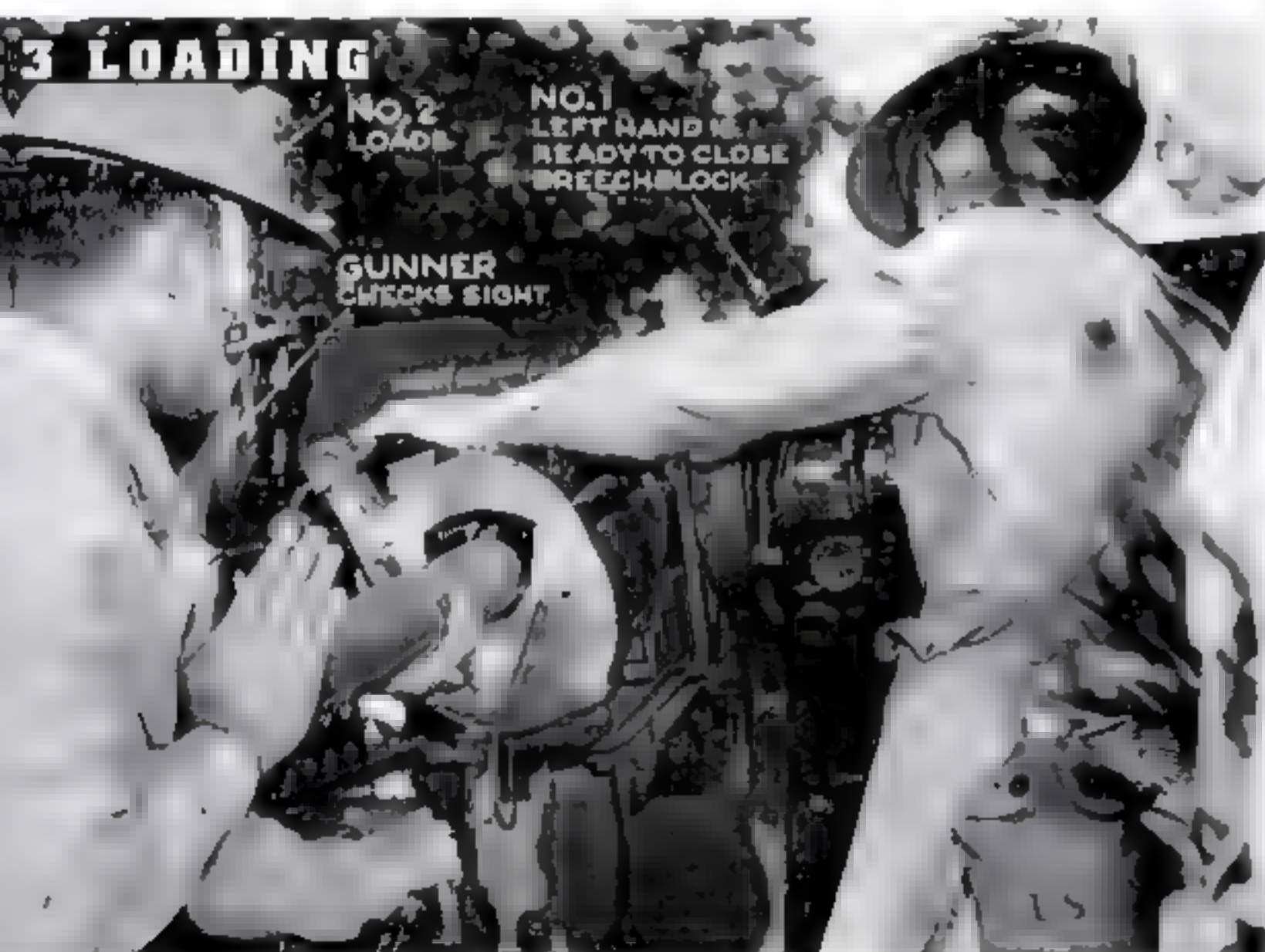


6 FIRE





FORWARD OBSERVATION POST IS A FOX HOLE IN FRONT LINES. LOOKING TOWARD TARGET NEAR TOWER. FROM IT, OFFICER REPORTS ON EFFECTIVENESS OF BATTERY'S FIRE



FIELD ARTILLERY continued



THE TARGET: WHAT IS SEEN BY OBSERVER

The pictures on opposite page were taken from the front observation post shown on page 69. Overhead swish the shells, hurled by the four 75's, two miles behind. Ahead, near the tower, the shells burst. The target is the slope in front of the tower. Alongside the camera, an officer is reporting back to the battery, telling it how to adjust its fire to improve its accuracy.

The important things to remember about artillery fire are that all four guns in a battery fire as a unit,

that the sheaf of fire which the guns lay down together is what destroys, and that no gun battery can be perfectly accurate on the first few rounds. Its accuracy improves as it gets instruction from the observation post. The pictures at left show how a gun battery may first overshoot its target, with its shells hitting the ground, then how it may shoot short and high, and how finally it gets the right range, sweeping the entire foreslope with its shell fragments. Nobody on the slope is likely to live through such a sheaf of fire.



This is a miss, although it looks like a hit. It shows how closely and quickly an observer must look when shell hits near a target to determine whether target has been hit or not. Tanks,

trucks and guns require direct hits to disable them. Here target is a caisson. As guns are fired, the observer is notified, "On the way." Then shell lands as shown above. Figures show

time elapsed when each picture was taken. In less than a second the observer must notice that shell has missed the caisson, gone 5 yd. over. After that smoke obscures target.

CLOSE UP

HALIFAX: "GENTLEMAN,

BRITAIN SENDS HER TALLEST AND DEVOUTEST

At the low point of Britain's pre-War funk, in the heyday of Appeasement and the Cliveden set, Lord Halifax was picked by Prime Minister Chamberlain to undertake an "exploratory mission" in Germany. Ostensibly he went to hunt deer with Hermann Göring who, besides being Field Marshal, was Master of the Reich Hunt. Göring marshaled every resource of his great estate, Karinhall, to impress the emissary of His Majesty's Government. Lord Halifax was escorted out of Berlin by a bristling cavalcade of motor cars, whisked through mile on mile of plucked and manicured forest, past gates and sentries to the door of the Field Marshal's bucolic Versailles. There, amid flagons of ale, naked marble ladies and squads of green-velveted butlers, the party sat down to lunch. Long and glum was the Halifax face when a butler deposited before him a plate bearing a lobster. The long, bony Halifax hand picked up a fork, then halted. The long Halifax nose sniffed. Up from the lobster wafted an unmistakable odor. Lord Halifax looked up and with utmost deprecation informed his host that the lobster was bad. Göring let out a bellow of rage, called in his entire kitchen staff of 20, had the chef arrested and carted off to a concentration camp.

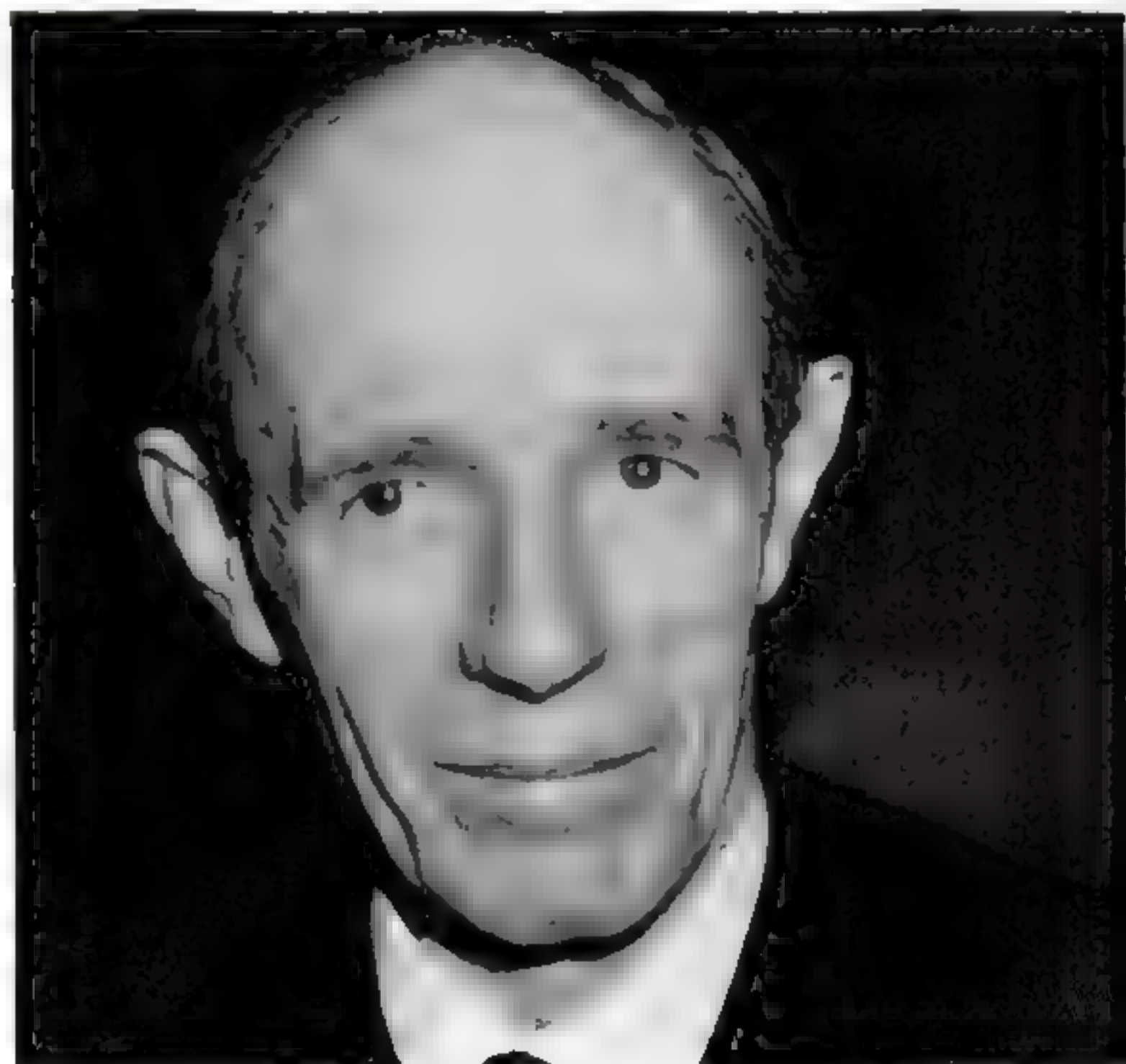
From this experience Lord Halifax may well have drawn the conclusion that, no matter how impressive the outward appearance, some things were rotten in Nazi Germany.

Lord Halifax's visit to Germany ranked, until last fortnight, as the most important trip of his life. As a peace mission it ended in bleak failure. Halifax went home to become Britain's Foreign Secretary, to go through the bitter years of Appeasement and finally to throw down the gauge that meant war. It was a far more resolute Halifax who arrived in the U. S. last fortnight on a trip that outranks his German trip in importance. He came on his country's newest warship, with a fanfare unique in diplomatic history. It was the first time a British Foreign Secretary had left his post to become a plain Ambassador to the U. S., and without losing a jot of prestige. It was the first time an Ambassador remained a member of the War Cabinet. It was the first time that a Prime Minister of England had gone down to the dock to bid a diplomat godspeed and the first time an American President had gone out to his ship to bid him welcome.

This buildup for the man whom Winston Churchill called "a gentleman, a fox-hunter and a friend" was fully justified. Whether Britain wins or loses this war depends, in a measure larger than most Britons would like to assume,



FOREIGN SECRETARY



Lord Halifax looked fit (above) after three hard years as Foreign Secretary (left). Note tail of a barrage balloon outside his London window. On the opposite page: his statue in New Delhi, India.

FOX-HUNTER, FRIEND''

STATESMAN TO GET AMERICAN AID IN A HURRY

by CARL JOACHIM FRIEDRICH

on how Lord Halifax does his job here. He does not have to sell Americans on the British case. That job was done fully by his able predecessor, the late Lord Lothian, and by the march of events in Europe since last spring. Lord Halifax's job is to obtain from America, in great quantity and great hurry, the wherewithal to fight. No British Ambassador in the history of the Empire has ever taken up his task in a time of greater urgency.

When Edward Frederick Lindley Wood, third Viscount Halifax of Monk Bretton, first Baron Irwin of Kirbyunderdale, Knight of the Garter, Privy Councillor, Knight Grand Commander of the Star of India and Knight Grand Commander of the Indian Empire, stepped ashore at Annapolis, Americans got their first look at the tallest man in British politics. After nine days at sea in which he constantly bumped his head on the low overhead of a battleship, he ducked deep at every door. His gaunt six-foot-five frame was hung in folds of Bond Street black and topped by a black derby. With him were his smiling, attractive wife, his secretary, his valet, his wife's maid and 15 trunks. The Ambassador treated the pushing throng of reporters with courtly politeness, apologized for keeping them waiting in the rain, and read them a statement in a deep hollow voice, as from an empty cathedral.

Among the great public figures of our time, none has so awesome a reputation for sheer nobility of purpose as Lord Halifax. "He is the noblest Englishman," Ambassador Kennedy said, "almost a saint." For years Lord Halifax has risen as early as 5 and 7 a. m. and the first act of his day is always to attend divine services. When he moved into the Dorchester Hotel in London to get some sleep during the bombing, he had one room of his suite converted into a private chapel. Beyond doubt he is the devoutest man to hold office in Britain in this century.

Yet few British statesmen have been more heavily censured. Before the War Harold Laski, the one-man brain trust of the Labor Party, wrote: "Lord Halifax is a grave danger to peace in Europe because he has no notion of how intimate is the interdependence of peace and democratic institutions. All his gestures will be gestures of peace. All his words will be pacific words. But, piece by piece, he will surrender the fortresses of democracy. He will betray them all like a gentleman."

Lloyd George is equally bitter. One autumn day he was walking through a slightly frostbitten orchard, when a friend pointed out one tree with leaves untouched by the frost. "I call that tree Halifax," snapped Lloyd

CONTINUED ON NEXT PAGE



Lady Halifax, daughter of the Earl of Onslow, married future Lord Halifax after a fortune-teller read his name in her hand. Prime Minister Churchill calls her one of England's wittiest ladies.





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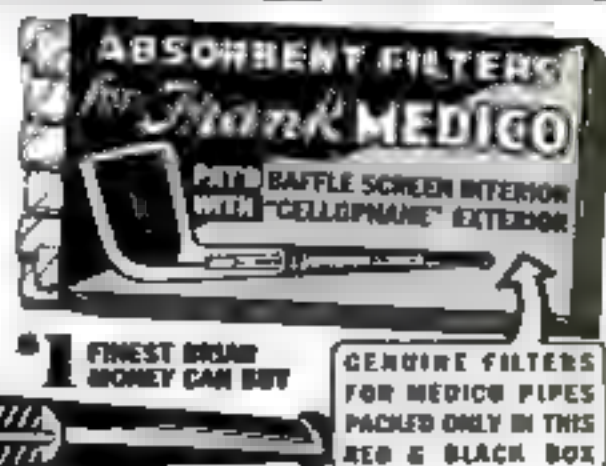
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With its 66 Baffle filter, FRANK MEDICO accomplishes what no other pipe has ever achieved. Ask any man who smokes one.



Halifax's mother was born Lady Agnes Courtenay, daughter of Earl of Devonshire. He was the youngest of four sons.



Lord Halifax was close to his father, who lived to the age of 94 in spite of three cataract operations at 80 and pneumonia at 87.

LORD HALIFAX (continued)

George. "Observe its rich foliage. See how it casts its shadow a great way. But it bears no fruit."

Lord Halifax, more than any other living Englishman, has been tarred with the brush of Appeasement. When his appointment as Ambassador to the U. S. was announced in London the British press gave it grudging approval but the man in the street was disappointed. On London buses that morning the comments were uniformly caustic: "They couldn't have picked anybody worse," and "What do we want to do, lose the war?"

The British public is quick to belittle Halifax the statesman because it has never warmed to Halifax the man. He lacks any common touch or any wish to "sell" his personality and ideas the way men like Lloyd George, Baldwin and Churchill do. There is a stern Halifax family philosophy based on two precepts. The first is: "It is as vain to deprecate oneself as to exalt oneself"—that is, it is useless and bad taste to talk about oneself. The second is: "The thing is right, it ought to be done." The Halifaxes are motivated first by whether a thing is right and hardly at all by considerations of ambition, fame, power or wealth.

In private Lord Halifax has a great gaiety and kindliness and even what passes in England for a keen sense of humor. Countless gatherings have laughed at his story of an incident which he claims to have witnessed at an officers' mess during the first World War. The officers had received a keg of ale as a gift but upon sampling it found it sour. Someone suggested that it be given to the men, and this was done. Next day an officer asked one of the men how they had liked the ale. "Why, it was just right, sir," said the soldier. "If it had been any worse we couldn't have drunk it and if it had been any better we wouldn't have got it." Students of joke books, such as the editors of *Punch*, would recognize this from way back but Lord Halifax's audiences find it ever fresh.

In his honorary capacity as Chancellor of Oxford University, Lord Halifax was once present as guest of honor at a High Table banquet. Just as he was in the middle of a sentence, probably about moral values, a waiter spilled a plate of soup over his dinner jacket. Without the slightest concern His Lordship rose, took off the coat, sat down in his shirtsleeves and picked up the sentence where he left it. The awestruck undergraduates who witnessed this incident still speak of it as an exhibition of a British gentleman's unshakable aplomb. But it is even more remarkable as proof of Lord Halifax's patient acceptance of material adversity and his deep absorption in things of the spirit.

"I would rather be a Master of Foxhounds"

When Lord Halifax said, "I would rather be a Master of Foxhounds than Prime Minister," he was utterly sincere. For land-owning, church-going, fox-hunting peers of his type, public office is not an ambition but a duty. The third Viscount Halifax would much prefer to spend his time in his native Yorkshire, riding over the moors, having tea and moor honey before the blazing fires, telling ghost stories and chatting with the tenant farmers on his ancestral estates.

Lord Halifax belongs to an ancient Yorkshire clan. There are native Woods in half the villages of Yorkshire, though none so rich

CONTINUED ON PAGE 11



The knife tells the truth!

*See that you get **ALL LEATHER** in vital parts**

If you could cut a shoe to expose its vital hidden parts *before you buy*, you would know why Red Goose and Friedman-Shelby shoes for boys and girls wear longer... assure better fit *during the entire life of the shoes*.

For Red Goose and Friedman-Shelby shoes are scientifically constructed with *all leather* in vital parts*.

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shoes guarantees *without reservation* that *all leather*—not paper or fiberboard—is used in vital hidden parts: Counters, insoles, middle soles, and heel bases!

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Check the Advantages of NATIONAL BISCUIT 100% BRAN

This tempting cereal helps relieve that common type of constipation caused by insufficient bulk in the diet. ✓

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Contains all the goodness of 100% Whole Bran. ✓

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New DOUBLE-MILLING process refines its texture

You'll appreciate the *mild* action of National Biscuit 100% Bran—the gentle relief it offers from constipation caused by too little bulk in the diet. Try it today... as a cereal and in muffins (there's a wonderful recipe on the package). If you are not helped in this simple manner, consult a competent physician.



NATIONAL BISCUIT COMPANY



Hickleton Hall, near Doncaster, Yorkshire, is one of two huge Victorian estates left by the first Viscount, the Ambassador's grandfather. The properties are cultivated in feudal style by whole villages of tenant farmers. Halifax even has a house brewery

LORD HALIFAX (continued)

or aristocratic as those of the Halifax branch. The most famous member of the family was the grandfather of the present Lord Halifax, a great British statesman of the middle of the last century, who organized the Indian Empire after the dissolution of the East India Company. This gentleman was created Viscount Halifax by his friend Queen Victoria in 1866. To his son and grandson he left two estates, one called Garrowby in the East Riding of Yorkshire and the other Hickleton Hall near Doncaster.

The second Viscount Halifax, though not as renowned as his father before him or his son after him, was a considerable Yorkshire figure. His hobbies were collecting demoniacal masks, which he hid in guest-room cupboards to give visitors a start, and writing ghost stories. From medical friends in London he had also acquired a large supply of human skulls, three of which he mounted at the entrance to Hickleton churchyard in memory of three sons who died. The present Lord Halifax, who has no fondness for ghosts, puzzled long over his father's strange pastime and ended up by allowing his father's ghost stories to be published with lurid illustrations in the *Hearst American Weekly*.

The second Viscount Halifax was a man of deep religious feeling, and aside from ghosts his life had one dominating passion: to reunite the Church of England with the Roman Catholic Church. His approach to this problem, however, was not such as to ensure success. In the view of the late Lord Halifax and other High Church Englishmen, the Roman Church is an erring brother that wanted to boss the family but should now repent its folly and come back into the fold. To the world's 350,000,000 Roman Catholics, this attitude of 40,000,000 Anglicans seems unrealistic. The second Lord Halifax, however, interested several Cardinals in the scheme for reunion and then went to the Archbishop of Canterbury with news of Pope Leo XIII's friendly interest, demanding that the Archbishop at once write the Pope a cordial letter. The Archbishop, who had a healthy respect for Romish cunning, was terrified.

He was "the finest child you ever saw"

Edward, the old Viscount's fourth son, was born on April 16, 1881, "the finest child you ever saw, quite enormous," but with a withered left arm. This is the same physical defect the former Kaiser has. It gave the Kaiser an inferiority complex, made him bombastic and bellicose. But young Edward Wood was taught to ignore his bad arm and to take part in athletics so far as he could. He stuck with his horse, despite repeated accidents, until he "rode like a god." While at Eton and Oxford he developed a game of tennis of which he can still be proud.

Edward's three elder brothers all died in youth of tuberculosis (the three skulls in the Hickleton churchyard), casting a recurrent sadness over his childhood and leaving him a dearly beloved only son. His father ruled the house as an autocrat, regulating the family life down to such details as whether they should go for a walk or a ride each morning. The old Viscount was a stickler for formality. He insisted on all the minor courtesies, frowned on the use of Christian names and even answered his guests' bread-and-butter letters. Doubtless as a result a Victorian politeness still distinguishes the manners of his son, the politest man in British politics. He even tips his hat to unknown female reporters.

In the spring of 1909 Lady Dorothy Onslow, daughter of the Earl of Onslow, visited a fortuneteller. Upon inspecting her hand the seer declared that he read there the name of Edward Wood. Lady

CONTINUED ON PAGE

VALENTINE'S IS *Her* DAY...YOU *Must* REMEMBER

It's Friday, February 14th



GIVE WHITMAN'S CHOCOLATES!

Each package is a bouquet of famous sweets, dear to the heart of the girl you want most to please. Here are luscious fresh fruits . . . crispy, full-flavored nuts . . . tempting and delightful cream, caramel, and hard centers . . . each covered with that rich, fine, "different" chocolate that makes Whitman's the perfect gift in candy.

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SAMPLERS—\$1.50 to \$7.50

Everyone is delighted with the new \$5 Sampler, the favorite gift in candy. Also \$1.50 Samplers (100 pieces) . . . and \$3 and \$7.50 Samplers. All Valentine-decorated, of course.

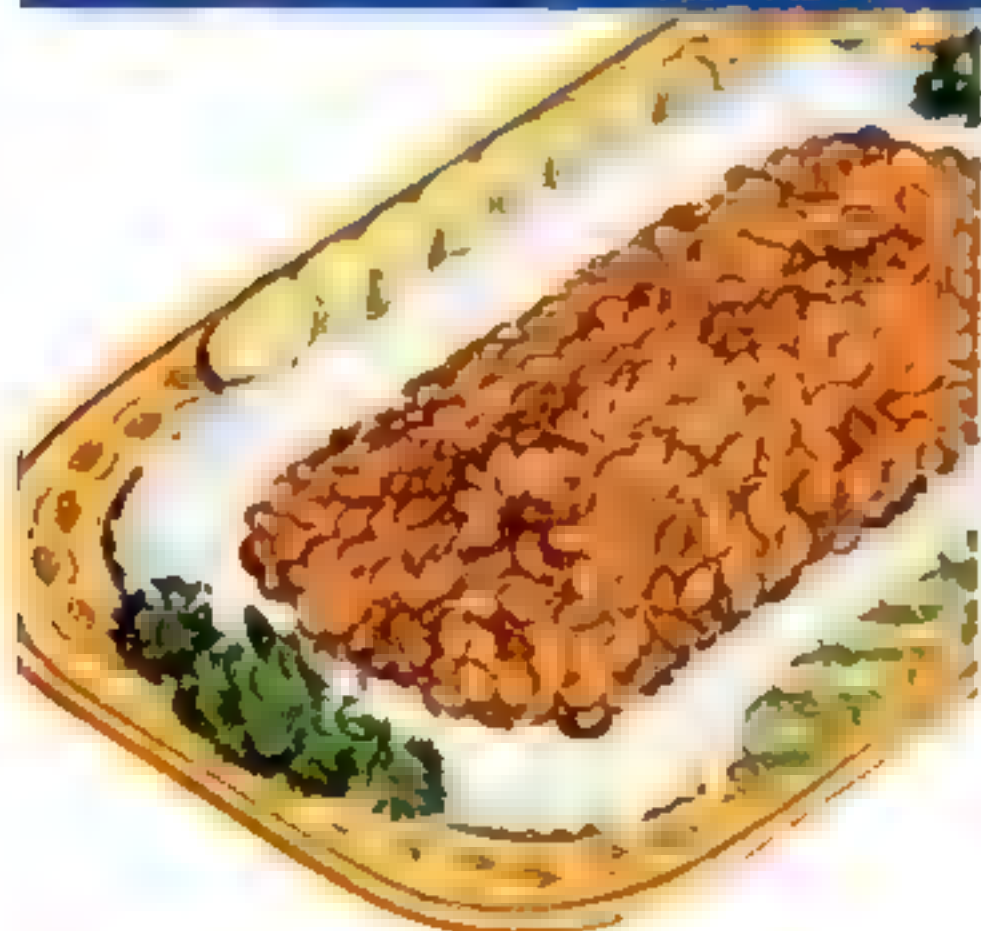




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Fiesta Flavor! Star Chile and Mashed Potatoes

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Insist on Armour's Star Chile for this dish. It's a glorious combination of fine, tasty meats...plus plump, full-flavored beans...in a sauce that's a chef's triumph.

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It's a dinner that would delight a millionaire—yet one of the thriftiest you can prepare! Give it to your family tonight—this picture platter of steaming, savory Treet!

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Like that rich, mellow flavor of *real* hash? Then try this! Put Star Corned Beef Hash in a flat, round casserole. Make a saucer-shaped cavity in the hash. Bake 25 minutes, fill space in hash with buttered peas. Simple . . . but it has the hearty tastiness of fine beef and mealy potatoes you get in every tin of Star Corned Beef Hash!

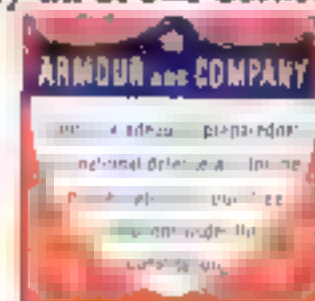
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LORD HALIFAX (continued)

Dorothy kept this news to herself and sure enough a proposal was presently forthcoming. They were married in September. As thin as her husband but vivacious and witty, Lady Halifax has been a model wife, hostess and Vicereine. She is perhaps the only British Cabinet wife besides Lady Baldwin whose husband reads her his speeches and changes them according to her advice.

When the war in 1914 came Edward Wood was an M. P. and the father of two children. Like other young country gentlemen he organized a Yeomanry Regiment, made up mostly of tenants on his own properties, and went off to France. He served as lieutenant colonel and returned in 1918 to resume his seat in Parliament. As a young hopeful of the Conservative Party, he got a Cabinet job in 1922 as President of the Board of Education, and two years later became Minister of Agriculture and Fisheries.

In 1926 Stanley Baldwin needed a new Viceroy for India and, looking over the available crop of nobles, selected Wood. Surprised, the young Minister sought his father's advice. "Let us go to church and pray," said the old man. As they came out of the church Viscount Halifax said, "Well, I think you have to go." Said the son: "I think so too." It was a hard decision for the two to make because of their deep affection for each other. Old Halifax was 87 then and the Viceroy of India cannot go home during his five-year term of office. They decided to write each other daily and the old Viscount, who had been expecting death, determined to live another five years, which he did.

Those who dismiss Lord Halifax as a failure on his record as Foreign Secretary forget that his earlier career was crowned with an undoubted triumph as Viceroy. Perhaps one reason that Americans overlook this triumph is the confusing fact that he went under a different name. Since he had not yet inherited his title and since the British Government feels that Indians are not properly impressed by a plain Mister, he was given the interim title of Lord Irwin of Kirbyunderdale (Kirbyunderdale is a small village on his estate). Outside of England, Lord Irwin and Lord Halifax are still generally regarded as two men and the latter gets no credit for the former's work.

The Viceroy goes on foot to see Gandhi

Much of Britain's trouble in India arose from a total failure to understand Mahatma Gandhi. With the flash of intuitive insight which distinguishes Halifax where moral issues are involved, the new Viceroy realized that Gandhi was a great and sincere leader, not a political racketeer. He invited Gandhi to discuss the issues with him and Gandhi came away convinced that "my friend Irwin" was a man whose word could be trusted even though his views might be wrong.

Often the Viceroy went to call upon Gandhi and to pray with him. On one occasion when the Mahatma was living in a remote village, the Viceroy drove all night to arrive early in the morning. Leaving his car at the outskirts of town he walked alone through

CONTINUED ON NEXT PAGE



Lord Halifax is an excellent rider and fox hunter despite his withered left arm. Once he said he would rather be a Master of Foxhounds than Prime Minister. As a young man he learned to ignore his arm and at Eton even mastered a first-rate game of tennis.



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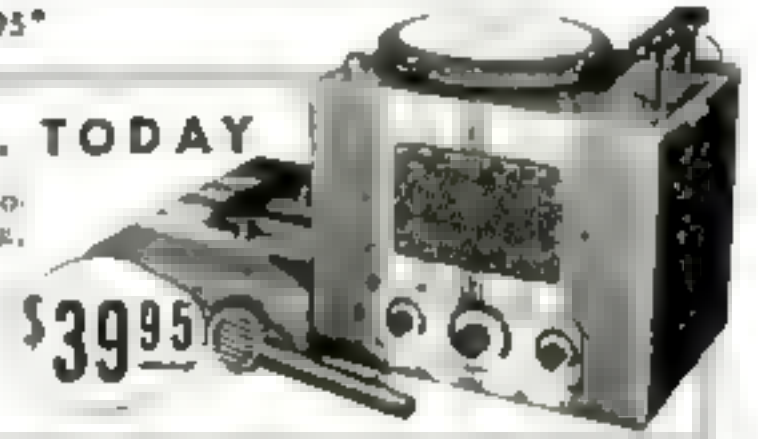
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4 OUT OF 5 May Be Too Late! Often Leads To Pyorrhea

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Help Gums be Firmer Teeth "Naturally" Bright

Massage your gums and brush teeth twice daily with Forhan's Toothpaste. This Forhan's effective TWO-WAY dental help—originated by Dr. R. J. Forhan—

1. Helps gums to be firmer—thus more able to ward off infection.
2. Cleans teeth to their "natural" lustre.
3. Helps remove acid film that often starts tooth decay.

Sound, sparkling teeth require firm gums. Start helping with Forhan's and massage *at once!* At drug and department stores. Week-end size 10¢.



FOR FIRMER GUMS—CLEANER TEETH

LORD HALIFAX (continued)

the village to Gandhi's house, a risky thing for a Viceroy to do at that time. They prayed together and discussed the problems and Gandhi gave in on one important point. When the Viceroy had left, Gandhi's lieutenants could not understand why he had given in. India's little living saint shrugged his shoulders. "You can't argue with Jesus Christ," he said.

As a Viceroy bent on helping India, Halifax was caught between Gandhi and the British imperialists led by Winston Churchill. Lord Rothermere's *Daily Mail* denounced him as a second Kerenski and Churchill railed at him in the House of Commons. But by that time Halifax had the backing of the Labor Government and made clear that he regarded India's proper goal as Dominion status. Looking back, it is fair to say that, but for Halifax's work, India would probably be lost to Britain today. As Gandhi is holding back the radicals who would use the present hour to revolt, telling them that Britain is preferable to Hitler or Stalin, he must often think back to the days when Halifax talked with him for four hours on the subject: can a man rightly break his word?

Lord Halifax's rule in India was by no means all sweetness and light. British police beat native strikers and peaceful picketing was made a crime. Taxes were collected by means of heavy penalties. The press was gagged. Communists were shown no mercy. All told, 47,000 Indians were locked up during the Viceroy's term for political crimes.

At all times the Viceroy and the Mahatma understood each other perfectly. Even when Halifax was regretfully obliged to have Gandhi jailed, the Mahatma referred to him as "the noblest of Englishmen." And once, when Gandhi was on a hunger strike, Halifax sagely observed: "Gandhi is now speaking in a language the Indian people understand. If I were to get in the hallway of the government buildings at New Delhi, squat on the floor and refuse to eat a bite until the Indian civil-disobedience movement came to terms, the trouble would be over in a few days. Of course, before those few days could elapse, my Liberal, Conservative and Labor colleagues in London would send for me to come home and would have a padded cell waiting for me on my arrival."

He gives up his hunting to be Foreign Secretary

When their five years were up, the Viceroy and Vicereine of India went back to their old life in Yorkshire and London. Halifax, to his intense pleasure, was made Joint Master of the Middleton Hunt. The Baldwin Government, returned to power, used him as a fill-in man for Cabinet jobs; first Minister of Education, then War Secretary, then Lord Privy Seal. None of these jobs was very taxing and Halifax had plenty of time for hunting, parties and family. But it was later than Britain, or the Lord Privy Seal, knew. As the Nazi storm cloud grew bigger and darker on the Continent, the Baldwin Government crumbled away, Neville Chamberlain took over, and Winston Churchill, whom everybody knew was an alarmist, made the Commons ring with warnings. Cliveden, the country seat of the Astors, became the byword for a certain circle of Conservative politicians who believed, or were bamboozled by Ribbentrop into believing, that Hitler was the Saint George come upon the scene to slay the dragon of Communism. Lord Astor's London *Times* accompanied the lungings and plungings of Herr Hitler with the reedy

CONTINUED ON PAGE 32



On appeasement junket in January 1939, after Munich but before seizure of Czechoslovakia, Chamberlain, Mussolini, Halifax and Ciano lined up together in a box at the Rome Opera. It looked like an impossible interview. It was. Halifax lost Italy

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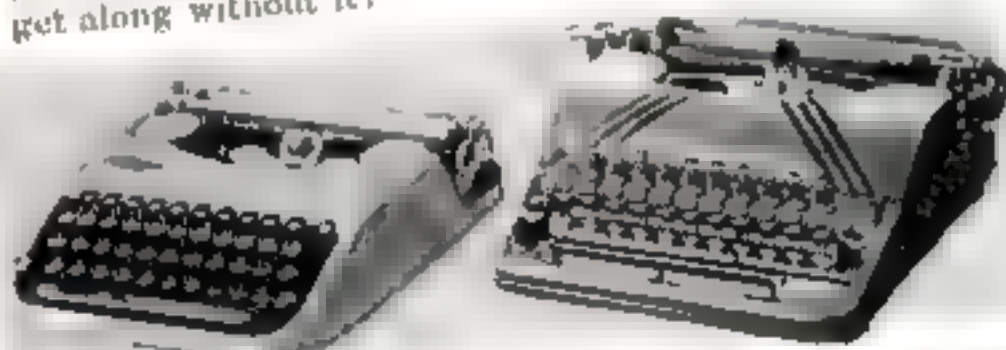
*"Silence
- genius at work!"*

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3 Speedline Coronas. Start on Strong and Silent. The most portable money can buy. Each is equipped with famous Floating Shift, Touch Typing Chart and carrying case. Ideal for your own use or for the family.

Norman Saksvig, World's Professional Typing Champion uses the Super-Speed L C Smith exclusively. He has won many demonstrations before secretaries and executives. He won his title on an L C Smith. Says it's the best machine he's ever used.



New Freedom for Secretaries. Now speed, less fatigue, through the hardest day's work with the **Super-Speed L C Smith**. New typing aids too, that increase your efficiency... save time and energy. Free demonstration. Phone any branch or dealer.



Typing is easy on an L C Smith or Corona Typewriter

EVEN AN 8 YEAR OLD can learn to operate a Corona portable. Secretaries find the L C Smith office typewriter easier to use. They say it's faster and more efficient.

And typing helps people in so many ways. It enables one to think faster, clearer... encourages neatness and precision. Typing develops talent and rewards the ambitious in school and business.

Maybe you, your children or some

other person in your family can benefit through typing. Then, see the new Corona portables demonstrated at your dealer's... see for yourself how easy it is to type on one of them. Each may be purchased on our "pay-as-you-use-it" plan.

Business executives and their secretaries should see the new **Super-Speed L C Smith**... the most advanced office machine of the day.

L C SMITH & CORONA Typewriters

FREE BOOKLETS! For the beginner, a helpful folder, "Typing is Easy," by World's Champion Typist Norman Saksvig. For the secretary "Tips to Typists" time-saving ideas for the expert.

L C SMITH & CORONA TYPEWRITERS INC
Makers also of Carbon Ribbon Typewriters ★
Corona Adding Machines ★ Vivid Duplicators.
★ Typebar Brand Ribbons and Carbons
Canadian Factory and Office—Toronto, Canada

L C SMITH & CORONA TYPEWRITERS INC Desk &
171 Almond Street, Syracuse, New York

I am interested in buying a new Office
Portable Typewriter. Please send free copy of booklet
checked below without obligation to me:

☐ "TIPS TO TYPISTS" ☐ "TYPING IS EASY"

Name _____
Street _____
City _____ State _____



You read in books
New England cooks
are famous for their
dishes ✓
It's beans and apple
pie of course.
But mostly little
fishes ✓

And what makes those fish dinners famous? It's the fresh-caught flavor! New England seafoods, smack out of the cold Atlantic Ocean, are just about "tops" in taste thrills.



This famous trademark brings those same thrills to your table

Quick freezing at the water's edge brings you all the taste and tang of fresh-caught ocean fish. New England's favorite seafoods—savory shellfish, thick steaks cut from halibut, salmon, swordfish, waste-free fillets of haddock, cod, ocean perch, sole. All cleaned and wrapped, ready to cook in a dozen appetizing ways.

Get this tasty treat today. We suggest you start with 40-Fathom Ocean Perch—one of the most popular of New England's "little fishes"—tender, sweet and tasty. Delicious broiled, pan-fried, baked in milk or with tomato.



OCEAN PERCH baked with TOMATO

Separate 1 lb. of 40-Fathom Ocean Perch Fillets, sprinkle with salt and pepper and arrange in shallow baking dish. Sauté 1 tablespoon minced onion in 2 tablespoons butter, add 1½ cups canned tomatoes, season with salt, pepper and 5 drops Worcestershire Sauce, boil 5 min. and pour over fish. Bake in hot oven (450° F) 20 min. or until done. Serves 3 (but you'd better plan for seconds).

Look for the big "40"
40-FATHOM FISH, Inc., BOSTON



On "exploratory mission" to Germany in 1937, Halifax went sleigh-riding with Göring, hunted deer with him at his great estate, Karinhall. Although Göring served him bad lobster, aristocratic Halifax found him more acceptable socially than Herr Hitler.

LORD HALIFAX (continued)

tunes of Appeasement. In the Cabinet Chamberlain was stuck with Eden as Foreign Secretary but he came to rely more and more on Halifax.

It was a snub to Eden when Chamberlain chose Halifax instead of the Foreign Secretary to visit Germany in 1937. At Berchtesgaden he met Hitler, who shouted at him as if he were a party rally. Göring he found more likable. Though the Field Marshal served bad lobster and scarcely behaved like an English gentleman, Halifax noted and approved his habit of talking to the deer in his forest and addressing them by name. The visit was fruitless but a little later, on the same day that Hitler made fun of Eden in a Reichstag speech, Chamberlain accepted the resignation of his Foreign Secretary and gave that thankless post to Halifax.

The charge of appeaser is today a hard word, but it was not always so. Appeasers were all the decent-minded men who, before Hitler came to power, wanted the victors to let Germany exist as a first-class power. They were still appeasers after Hitler came to power, for though Germany's new leaders were thugs, Germany's case was still good.

Halifax was one of these men. And it must be remembered that this fetish of justice for Germany was not quite as unselfish as it seemed. Every first-class statesman realized that the approaching war had to be a popular war, that victory would probably go to the side that had the best moral case. The judges were to be the plain people of Germany, France, England and, far more important than all these combined, of the U. S. Until Munich, these people judged that there was after all something to be said for Hitler's demands and bad manners, since nobody had given Germany anything when it asked politely.

Lord Halifax gives Britain a moral case

After Munich, the democracies were in the much-improved position of having done the generous thing. The Englishmen did not feel they were doing it out of fear. They thought of it as belated justice to a scoundrel. It is doubtful whether Halifax ever had the smallest faith that Hitler would keep his pledged word. But in civilized society it is obligatory to hope that a man who is not yet convicted of a crime will not openly commit a crime. England elaborately gave Hitler his chance to be good. When he marched into Prague in March 1939, England's moral case was completely in the clear and Hitler was marked forever as a criminal. Right then it was historically settled that England would get the support of the American people in the oncoming war.

Not for many years will post-War history books properly show the complex state of mind that possessed Halifax and Chamberlain and the rest of the British Cabinet at the time of Munich. Rarely have justice and expediency weighed so oddly in the scales. But the disastrous by-product of Munich was that England and France lost as an ally, not only Czechoslovakia, but also Soviet Russia. England might have avoided that by insisting on an invitation to the Russians to join Germany, Italy, England and France at Munich. Its failure to do so was one of the most resounding blunders of all diplomatic history. Halifax tried to make it up afterward by sending envoys to Moscow who were negotiating



Hot, Dry Air
makes
COUGHS
worse!

Pertussin "Moist-Throat" Treatment Wins Thousands

● When you have a cough due to a cold, it can be made much worse by parched, dry air in your home and office.

Pertussin fights this dry-air irritation. It helps throat glands to pour out their soothing natural moisture. Then that sticky, tickling phlegm is easily raised—and your cough is relieved!

For over 30 years many physicians have prescribed this most effective remedy—Pertussin! Safe even for babies. Get a bottle at your druggist today. Thousands rely on soothing, quick-acting Pertussin!

A scientific product based on the therapeutic properties of Thyme.

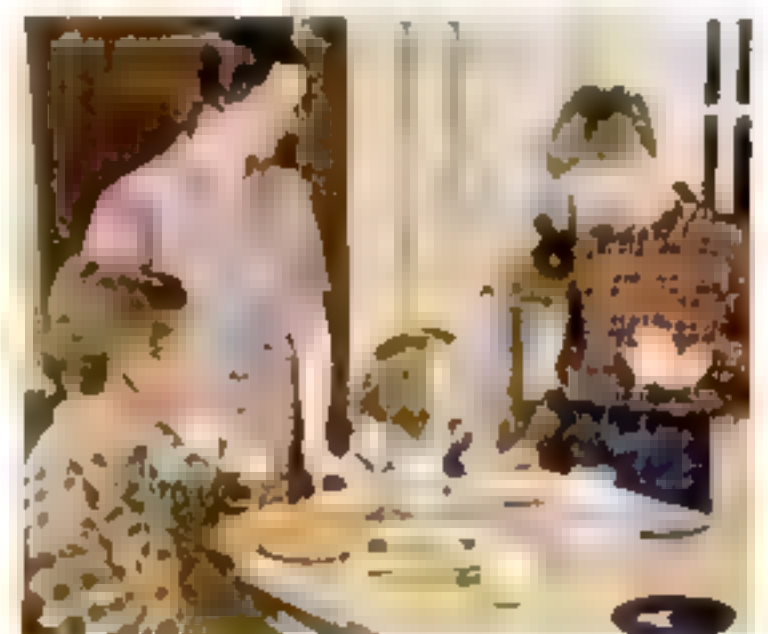
PERTUSSIN
"MOIST-THROAT" METHOD OF
COUGH RELIEF

"Good living" **DEPENDS ON SENSE MORE THAN CENTS,** **WE BELIEVE...FOR SEE HOW WE SAVE WITH *Nucoa!*"**

says *Mrs. William Dexter Wilson* mother of John Mark, Christine, William Jr., and Ross



Mrs. Wilson tells us: "It was through attending lectures in Dietetics at the University Hill Nursery School that my eyes were opened to the food value for table use of NUCOA, the delicious, modern margarine with **VITAMIN A.**"



"BREAD 'N NUCOA" goes great on bikes, the Wilson boys think. "NUCOA is especially good for sandwiches," their mother says, "because it keeps so nice and fresh." Yes, NUCOA does have long-keeping qualities. NUCOA is made from pure vegetable oils obtained in fresh pasteurized skim milk. And besides, you get it fresh. For NUCOA is never held in storage. It is freshly made, the year around, on order only.

CHRISTINA'S BIRTHDAY CAKE is made with NUCOA, for, says Mrs. Wilson, "I grew up on a farm and cake never tastes right to me unless it's made with a real flavor shortening. In my early married years I discovered that NUCOA gave my baked and fried foods the flavor I like, without being extravagant to use. And NUCOA has delightful, table-quality texture—as easy to cream as it is to spread."

"ABOUT FIVE YEARS AGO I began using NUCOA exclusively—on the table as well as for cooking. Its delicious, fresh flavor (a good test is on baked potatoes) can be compared only to that of the most expensive spread for bread. It is very different from old-time margarines."

NOURISHING! Yes! NUCOA furnishes as much food energy as the most expensive spread for bread—3,300 calories per pound. And NUCOA has **VITAMIN A** added, under scientific control, so that the amount is the same winter and summer—never less than 7,500 units in every pound! And NUCOA is so digestible!

For table use, put NUCOA golden yellow with the pure Cold Water included in each package. For cooking, use it just as it comes—a pure, natural white.

MRS. WILSON HAS THE AUTHORITY OF NUTRITION EXPERTS FOR HER CONFIDENCE IN NUCOA'S FOOD VALUE. THIS DELICIOUS, MODERN MARGARINE HELPS BALANCE THE BUDGET AND THE DIET, TOO

Says BEULAH RODGERS B.S., Home Economics, Iowa State College, 1947

THE WHOLESOME "THRIFT SPREAD" WITH **VITAMIN A**



"IT'S WONDERFUL," smiles Mrs. Wilson, "to have NUCOA'S luxurious flavor in all our cooking and to use it as a spread as lavishly as the needs of growing children demand—yet see how little it comes to on our weekly food bills!"

Mr. and Mrs. Wilson's courtesy in letting us make these candid color photographs in their home is greatly appreciated. We are proud that NUCOA has won such friends.

The Best Foods, Inc.

Set 'er blow! Set 'er rain! Set 'er snow!

THIS GREAT ALL-WEATHER FLEET GETS YOU THERE

ON TIME! IN LUXURY! AT LOW COST!

365 days of the year... Pennsylvania Railroad's great East-West Fleet stands ready. It always goes... it always gets you there. Snow, sleet, gales—nothing interferes with its swift, smooth movement. It is as dependable as the railroad man's watch.

So large is this fleet... and so frequently do its trains run... that you can get a train most any time you are ready to go. *No railroad in America operates so many trains to so many important cities as the Pennsylvania.*

And of what magnificent caliber! If you go Pullman, you can enjoy ultra-modern smart Lounges that reflect every luxury of life—radio, beverage bars, murals, mirrors, divans, chummy alcoves. If you go Coach, you rest in reclining, adjustable seats. And *either way*—Pullman or Coach—the cost is low. For you benefit from **LOW FARES.**

So whenever you travel take the Pennsylvania. Where "our time is your time." And the timetable never bows to the weather!

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RELAX IN LUXURY
In Pullman Lounge Cars offering every modern appointment. Pullman private accommodations include: Roomettes, Duplex Rooms, Bedrooms, Compartments, Drawing Rooms, Master Rooms.

17 Fast Trains Daily between
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Among them
BROADWAY LIMITED THE GENERAL
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Led by
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49 miles in 215 minutes

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Plus a fleet of trains daily from both East and West serving Philadelphia, Pittsburgh, Columbus, Cincinnati, Akron, Cleveland, Detroit, Dayton, Louisville, and other important cities.

See how much you get for little money
DE LUXE ALL-COACH

THE TRAIL BLAZER

17 hours between New York and Chicago
Smart Observation Car... Club Lounge... Midway cafe... reserved individual reclining seats... complete air-conditioning. All at low coach fares. Also, through service, Washington to Chicago.



THE SHORTEST ROUTE BETWEEN EAST AND WEST

And the Pennsylvania serves not only the largest cities in America, as shown on this map, but also provides through car service to principal points in New England and the South. Convenient connections to all the West.



Pennsylvania Railroad

SAFETY SPEED COMFORT COURTESY

Life Goes to a Hex Party

Amateur sorcerers in Washington
try black magic against Hitler

On the wet windy evening of Jan. 22, a youthful band of idealists went to a lonely cabin in the Maryland woods. With them they brought a dressmaker's dummy, a Nazi uniform, m. s. axes, tom-toms and plenty of Jamaica rum. Their high purpose was to kill Adolf Hitler by voodoo incantation. No cultists—they were respectable residents of Washington, D. C., who had read William Seabrook's latest book, *Witchcraft: Its Power in the World Today*, and understood how black magic, today as in the past, might bring death to certain susceptible individuals. They had asked Mr. Seabrook to join the party, and he readily accepted, seeing in the event a chance not

only to test his theories, but also to render a service to mankind.

For an hour after their arrival the young sorcerers bedeviled themselves with rum. Then, getting down to business, they prepared their clay and warmed up the tom-toms. A few put on rented sacerdotal robes. The ritual, which was prepared by Mr. Seabrook, began with the naming of the image: "You are Hitler. Hitler is you." Next the chief hexer intoned: "The woes that come to you, let them come to him. The death that comes to you, let it come to him." Then the participants stepped forward, and hammered spikes into the Hitler image, chanting in



Voodoo incantation is intoned by Chief Hexer Ted Caldwell, a young Washingtonian who dressed for occasion in witch

doctor's robe. Hitler image which hexers are about to maltreat is placed with back to window. William Seabrook is at

right. Maryland cottage where hexing took place belongs to Charles Tipper, who works in Naval power factory.

unison: "We are driving nails and needles into Adolf Hitler's heart!" The chief hexer again intoned: "Hitler! You are the enemy of man and of the world; therefore we curse you. We curse you by every tear and drop of blood you have caused to flow. We curse you with the curses of all who have cursed you." After each line the entire group responded: "We curse you!" Finally all present joined in the *Great Death Oungan*: "Isan, send 99 cats to claw his heart out and 99 dogs to eat it when he's dead. It will be soon! Soon! SOON!" At each intoning of "soon" more nails and needles were thrust home.

Mr. Seabrook made it clear that such voodoo incantations succeed only when the intended victim knows that they have taken place. Moreover the hexing ceremony must be repeated many times again. For those who may wish to hold Hex Hitler parties at home, Mr. Seabrook points out that a life-sized image is unnecessary. Small dolls, such as those shown on page 89, will do just as well.



Hitler image is prepared from old dressmaker's dummy while hexers in hazy proper spiritual state through self-administered pot-ous of rum. Hitler mustache is applied by Stanley Pence, young engineer and inventor. Many of those in group work for Government.



High priestess is dark handsome Florence Birdseye of the Birdseye frozen-food family. Mr. Seabrook adjusts her rented West Indian role and shows her how to dress her hair.



Driving nails in Hitler's heart and throat climaxes the occult ceremony. As hexers hammer they call on pagan deity, Isan, to transmit the image's wounds to the flesh of the living Hitler. Below: Priestess Florence Birdseye directs a curse at Hitler's reputedly sensitive throat.



"Tough Take-offs are easy with COOL SHAVES!"



● "I know many a fellow who takes up a crate with gusto, but takes up a razor with qualms. To such unhappy men I say, 'Bail out from shaves that sting and burn!' Drop into any druggist's for Ingram's cooling, soothing shaving cream.



● "At the first touch of this different shaving cream you zoom to shaving satisfaction. A quick cloud of cooling lather covers your face in split seconds—helps condition your skin for shaving as it wilts your wiry whiskers.



● "Contact! You shave with a freer hand smoothly as a glide to a 3-point landing. And with minutes shaved off your usual shaving time, you're down to earth refreshed—ready for breakfast and business or dinner and dance.



● "Yes, Ingram's de luxe lather is a facial refresher. It saves you the expense of lotions and tonics. For Ingram's leaves your face cool and smooth and young-looking, and it stays that way for hours. Get a tube or jar of cooling Ingram's—concentrated for economy today!"

INGRAM'S

SHAVING CREAM

Her Party (continued)



Thoroughly maltreated, thoroughly cased, Hitler's image lies amid every mound of debris. Lags serve heavers as seats according to Hitler's custom.



Decapitation terminates the brief life span of Adolf Hitler's dummy.



Head falls into bucket. Headsman Richard Tupper planned party.



Tom-toms were borrowed from Department of the Interior. Here Seabrook demonstrates proper rhythm: "Ta-da-da-doom... da-da-doom."

COMMON COLD?



SORE THROAT?



SPRAY-GARGLE



WITH
GLYCO-THYMOLINE

When you feel the first discomforts of an ordinary sore throat or a common cold, get busy with Glyco-Thymoline. Gargle and spray—and do it frequently. So many thousands prefer Glyco-Thymoline—and many physicians use and recommend it.

Glyco-Thymoline is a gentle but effective alkaline solution that helps soothe and heal membranes often irritated by colds and sore throats. In this way, Glyco-Thymoline helps relieve the discomfort of these most common winter ailments. It has been a household favorite for over 50 years.

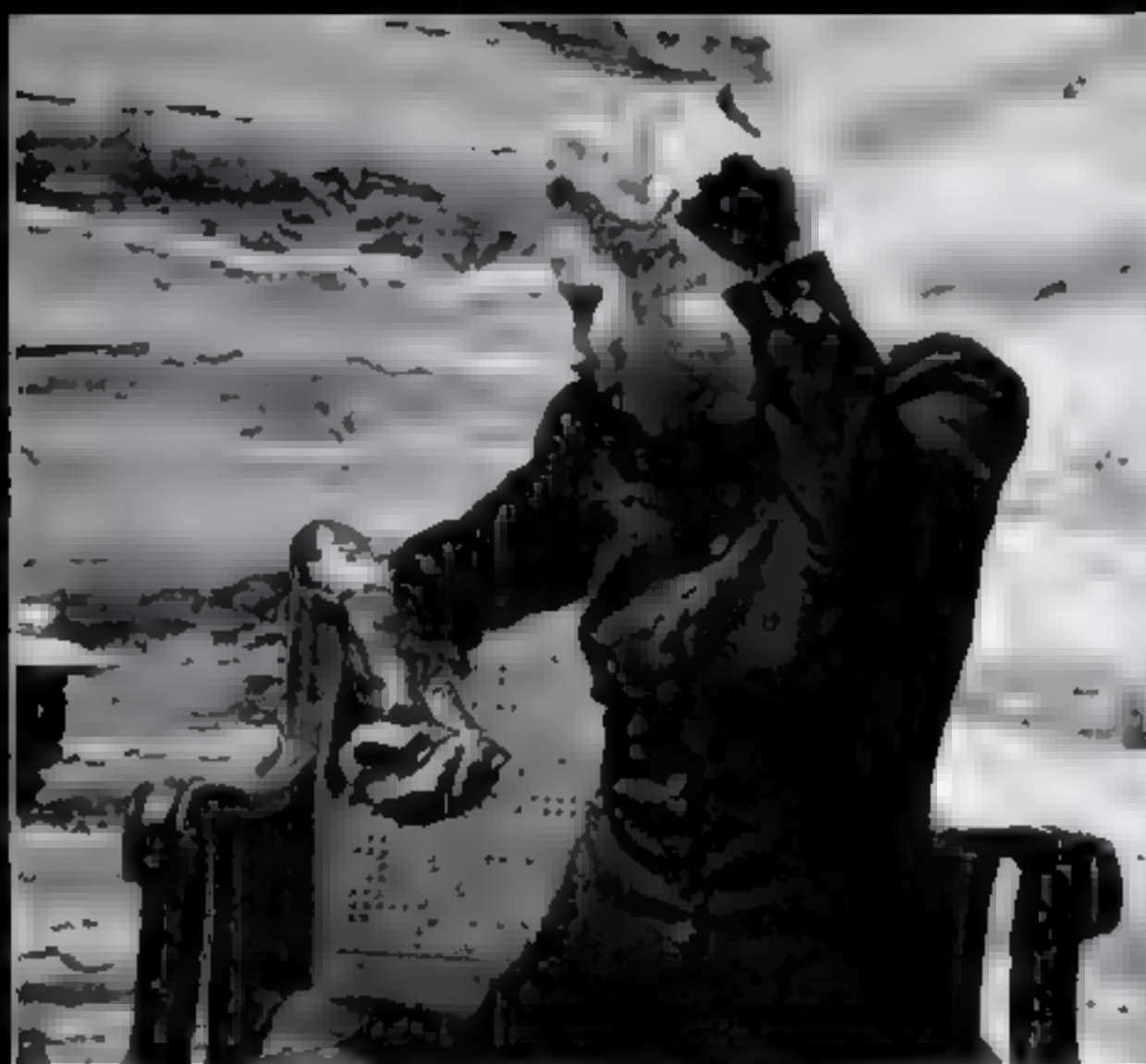
Keep a bottle of Glyco-Thymoline ready for instant use during these winter months when common colds and ordinary sore throats strike so often. Your druggist sells and recommends Glyco-Thymoline. Kress & Owen Co., New York.

P.S. Glyco-Thymoline is the favor to mouth wash and refresher of to us—da-da-da today.





Small Hitler image is tortured with chicken bone, symbol of famine. Dolls like the one Florence Braseve holds may be bought at any 5 & 10¢ store.



Nails in eyes induce insomnia. As she jabs, Ruth Davis croons: "Istan... Burn Hitler's eyes! Keep them open night and day! Kill his rest."



Hitler is buried in deep pine woods to be devoured by worms. After burial, lezers were exhausted by compounded impact of drums, ritual, emotion.



Honey

BEAUTY ADVISOR

SAYS

"NO MORE COLD-WEATHER CHAPPING FOR THESE SOFT, WHITE HANDS!"



YOUR COUSIN KITTY SURELY IS POPULAR TODAY! LOOK AT HER, HONEY — SURROUNDED BY MEN



SA-AY... KEEP YOUR DISTANCE, MEN. KITTY IS GOING TO THE DANCE WITH ME TONIGHT

THE STAG LINE WILL BE CUTTING IN ON YOU PLENTY, BOY. YOU WON'T GET TWO STEPS!



OH, HONEY, I CAN'T UNDERSTAND IT. ALL THE BOYS SKATED WITH ME TODAY. BUT NOW... WHAT'S WRONG WITH MY DANCING?

NOT A THING IS WRONG WITH YOUR DANCING, KITTY. BUT YOUR HANDS GOT ALL RED AND CHAPPED TODAY AND THEY SURELY DO SPOIL YOUR LOOKS



A GOOD THING HINDS IS HANDY. JUST RUB LOADS OF THIS HINDS HONEY AND ALMOND CREAM ALL OVER THOSE RED, CHAPPED KNUCKLES

UMMM... FEELS GOOD AND SOOTHING



MY GOODNESS — MY HANDS LOOK SMOOTHER AND WHITER ALREADY! HINDS CERTAINLY WORKS FAST

COUNT ON HINDS, KITTY. IT'S AN EMULSION — EXTRA-CREAMY, EXTRA-SOFTENING



KITTY, I JUST NOTICED WHAT SOFT, SWEET HANDS YOU HAVE — THEY DO SOMETHING TO ME!



Also — Hinds Hand Cream in jars, 10¢, 25¢, 50¢

MY SKIN IS JUST BLOOMING AFTER MY HINDS FACIAL MASQUE. GRAND FOR DRY, DULL-LOOKING COMPLEXIONS! TRY IT YOURSELF — SEND FOR THE FREE BOOKLET OFFERED BELOW*



*FREE! New booklet on how to make Facial Masque at home with Hinds lotion. Write Hinds Honey and Almond Cream, Dept. L 2, Bloomfield, N. J.

FOR quick comfort in chapping weather, use Hinds. Not a thin mutilage. Not a "surface-slicker." Hinds goes after the cause of skin dryness, chapping. A real emulsion of skin-softening ingredients! Works fast! Helps coax back a softer, whiter look in spite of raw cold, steam heat, rough housework. 10¢, 25¢, 50¢, \$1 sizes at toilet goods counters.

HINDS FOR HANDS

and wherever skin needs softening!



FOR THAT
TRIM,
Clean-Cut
LOOK...

BRACE UP WITH THE
Bracer



The Bracer is made with
"Lustex" yarn... has
two-way stretch.

When you look
better... you
feel better, too!

● Mister, do some-
thing about that
bulge in the old waist-
line!

It makes you look
older, your clothes
don't fit right and you just can't boast
that trim, athletic appearance so typi-
cal of successful men.

Brace up with the Bracer! This ex-
clusive Bauer & Black garment has
many special features for extra com-
fort and convenience. It'll improve
your looks plenty... and you know a
fellow generally feels better when he
looks like a million! Get the Bracer at
department, drug, men's apparel stores
and physicians' supply houses every-
where.

If your dealer cannot supply you sim-
ply fill out and mail the coupon with a
check or money order. Bracer—\$2.00
(in Canada—\$2.75); Bracer Royal—
\$3.00 (Canada \$3.50).

BAUER & BLACK, Division of The Kendall Co.,
Dept. R-2, 2500 South Dearborn St., Chicago, Ill.
(In Canada, Station K, Toronto.)

I am enclosing check or money order for _____

Please send _____ Bracers. _____ Bracer Royals.

My waist measurement is _____

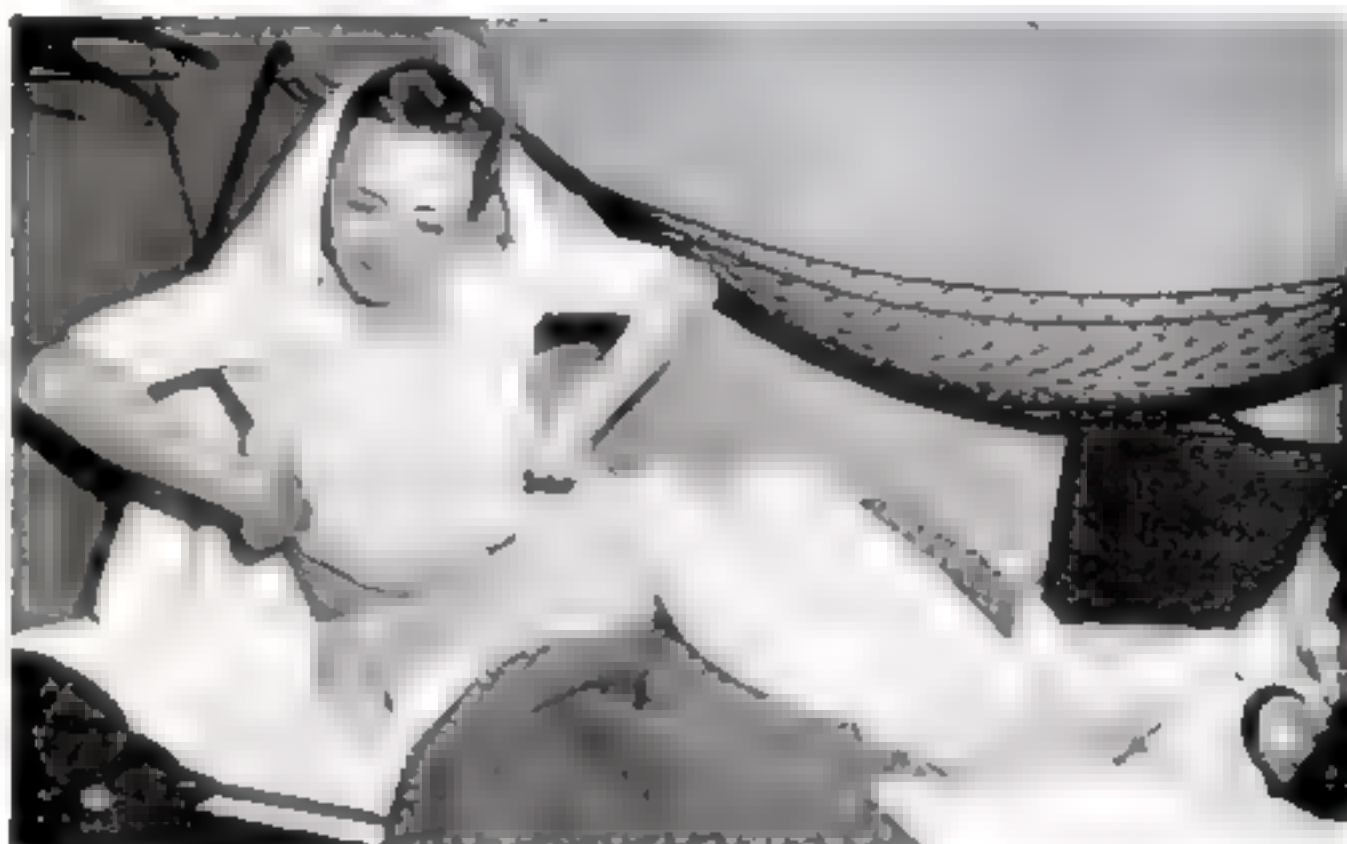
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Address _____

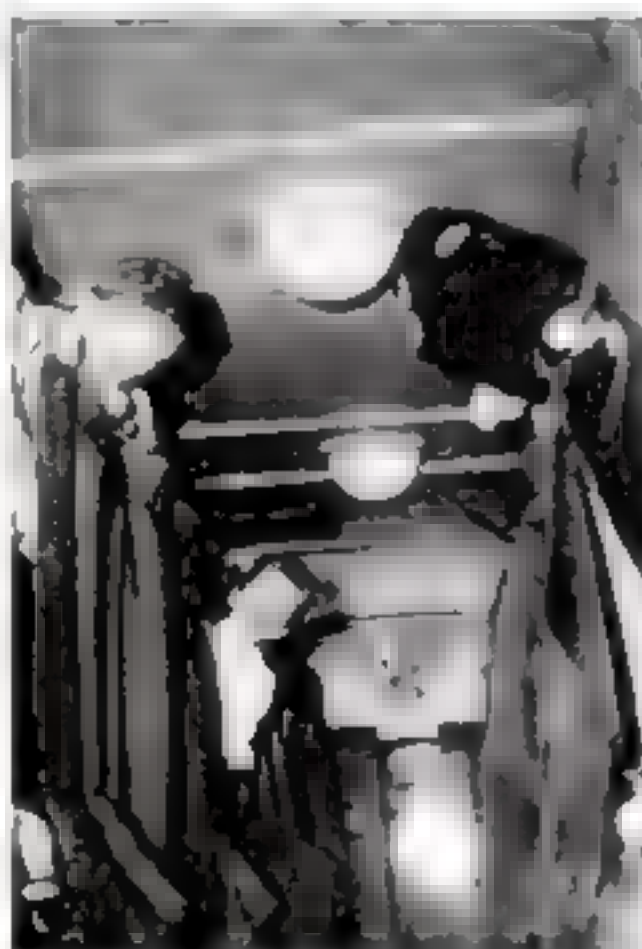
City _____ State _____

My dealer's name and address is _____

PICTURES TO THE EDITORS



STRUGGLES WITH UNDERSHIRT, LONG DRAWERS, SKI PANTS



ONLOOKERS SURVEY THE SITUATION

SKIER'S DILEMMA

Sirs

These pictures show the difficulties en-
countered by Actress Helen Harvey in
attempting to climb into ski clothes while
interned in an upper berth aboard a ski
train. Miss Harvey found that the neces-
sity of pulling on long underwear and ski
pants in a Pullman is one of the major
hazards of a weekend of skiing. Finally,
after negotiating all obstacles, she parted
the curtains and emerged only to find
that her convolutions had been convolu-
ting passengers all along the side.

VICTOR DE PALMA

New York, N. Y.

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Be sensible about
HEADACHES!



"For 3 generations our families
have depended on Bromo-Seltzer,"

says John H. Greif, North Bergen, N. J.

"Around 1900 when, due to my work, I suf-
fered from severe headaches, I found im-
mense relief with Bromo-Seltzer and doubt if
I could have carried on without it. Time and
again our old family friend, Bromo-Seltzer
has given us relief when we needed it most—
both from headaches and headache 'stomach
upset.'"

That's why millions depend on Bromo-
Seltzer! Because you should realize that, with
a headache, so often your nerves and stomach
are affected, too. Bromo-Seltzer does more
for you because it not only helps STOP THE
PAIN, but also helps CALM THE NERVES
and SETTLE THE STOMACH. Next time "get
this sensible, 3-way relief Use Bromo-Seltzer
as directed on the label.



Listen to Ben Bernie Tuesday nights

BROMO-SELTZER

"For persistent or recurring headaches,
see your doctor"

KEEP

YOUR SCALP FREE FROM
LOOSE DANDRUFF, YOUR
HAIR WELL GROOMED



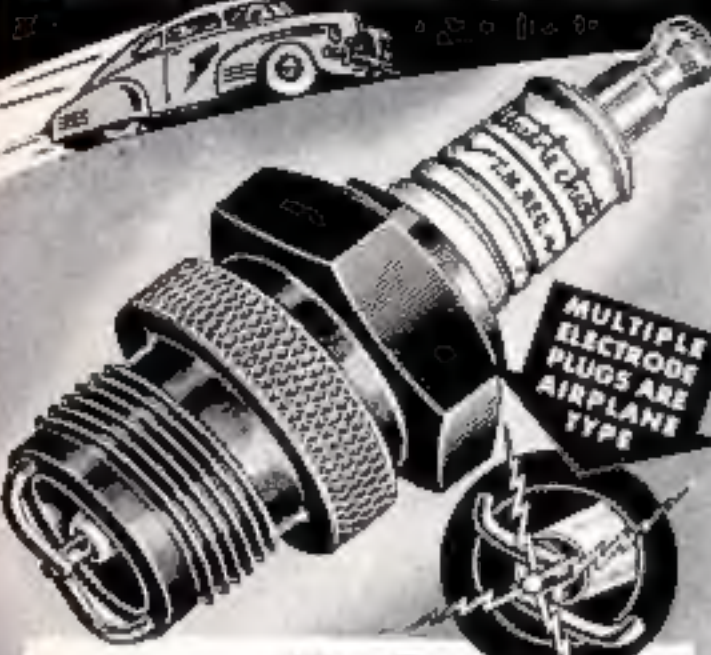
with this common-
sense hair tonic

JERIS

ANTISEPTIC HAIR TONIC

At All Drug Stores and Barber Shops

Zooming POWER
WITH EVERY DROP OF GAS!



Only **29¢** each
Double check
SPARK PLUGS

Guaranteed 18,000 Miles

Guaranteed Highest Quality! Less Than Half the Price of Other Nationally Advertised Spark Plugs! Super-power, Super-performance! TWO longer, parallel side electrodes positively insure surging power from every atom of gas—UNFAILING IGNITION—GREATER GASOLINE SAVINGS—A SMOOTHER RUNNING MOTOR!

ORDER A COMPLETE SET TODAY...SAVE!

Mailed Postpaid Anywhere in the United States (Send Check or Money Order). Designed in correct heat range for your car, truck or motor. Be sure to specify make, year and model of car.

DEALERS: Sell Double Check Spark Plugs in your territory. Write for details.



PEP BOYS

MANNY, MOE & JACK
10th St. & Somerville Ave. | 1122 W. Washington Blvd.
Philadelphia, Pa. | Los Angeles, Calif.



DON'T LET FATIGUE play havoc with looks! Crow's feet appear fast enough without being further hastened by squinting. Two drops of EYE-GENE speedily clears eyes reddened from fatigue, driving, over-indulgence, etc.



JOIN THE THOUSANDS who prefer stainless, hygienic, safe, EYE-GENE. Wash them with this specialist's formula today, and see how refreshed they feel. EYE-GENE is on sale at drug, department, and ten cent stores.



PICTURES TO THE EDITORS

(continued)

SNAIL & HOUSE

Sirs:

This little snail was sleeping soundly in his shell when found under a rotten log along the Des Moines River near Keokuk. When we brought him home he awakened and crawled out to see what had caused the change of climate.

Bashful at first, he is now quite used to being handled. In fact, we have to blow cigaret smoke in his face to force him back into his shell.

MR. & MRS. G. W. BECKER
Altoona, Iowa



EMERGES TAIL FIRST



OUT POPS ONE EYE



REACHES FOR TOE HOLD



FLIPS SHELL ONTO BACK



OFF AT A SNAIL'S PACE



Movie Opportunity
No. 422

By Next Valentine's Day THEY'LL LOOK DIFFERENT

SO TAKE *Filmo* MOVIES NOW!

HERE are three statements you can pin down as facts:

1. Your children (or grandchildren) are growing up almost by the clock.
2. You're going to want to remember them as they are right now... and as they will be at every stage of their dynamic young lives.

3. Memory, in spite of all we can do, swiftly grows dim.

And here's a fourth fact: *There's no better way to preserve memories than in motion pictures.* So begin taking movies now... the best opportunities are fleeting. And to get fine movies right from your first reel, begin with a *Filmo Camera*, built by the makers of Hollywood's preferred studio equipment to give professional results with amateur ease.

Amateur ease? Yes. Merely set the lens as directed by the built-in exposure guide, sight through the spyglass viewfinder, press a button, and what you see, you get... in full color or in sparkling black-and-white.

Soon you'll have mastered the easy fundamentals. Then you'll rejoice in owning a basic camera to which special-purpose accessories can easily be added to keep pace with your skill. *Filmo*s provide instant lens interchangeability, operating speeds for every type of movie, including



PALM-SIZE *Filmo 8*
\$49.50

Makes 8 mm. movies for a few cents a scene. With turret head, from \$109.50.

animation scenes, and other features which add variety and interest to your movies.

It will pay to buy your ultimate camera first—a *Filmo*. See a near-by camera dealer now, or mail the coupon. Bell & Howell Company, Chicago; New York; Hollywood; Washington, D. C.; London.

Established 1907.

Prefer 16 mm. Film? See the New FILMO AUTO LOAD

Effortless loading with pre-threaded film magazines, color or black-and-white. Built-in exposure chart for both types of film. Error-proof "positive" finder. Adjustment for slow-motion and animated cartoons. Sealed-in lubrication—no oiling. Lifetime guarantee! Priced from \$115. Or with turret head, from \$195.



BELL & HOWELL COMPANY
1841 Larchmont Ave., Chicago, Ill.

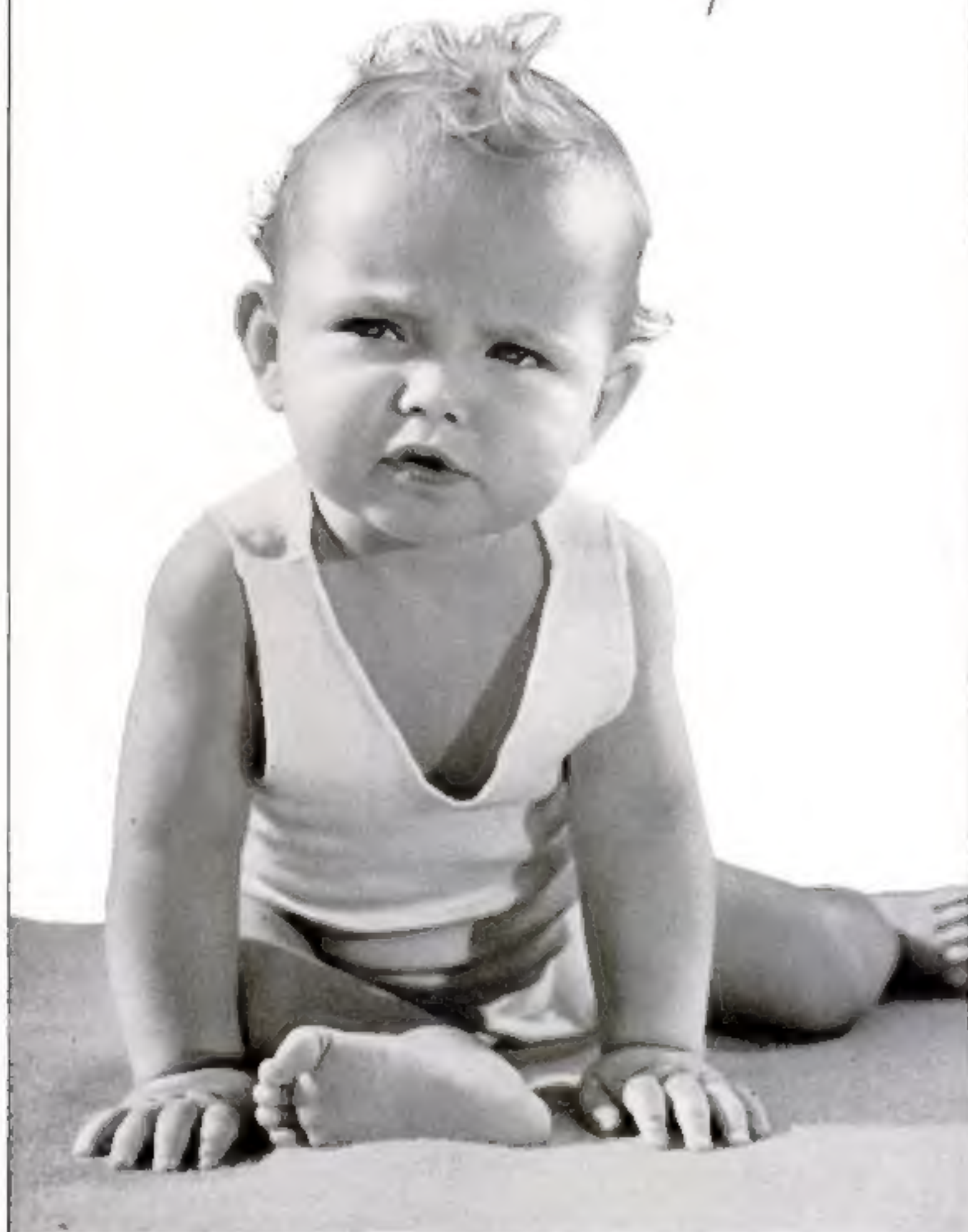
Please send free: () 16-page booklet on Filmo 8 mm. movie equipment; () information on Filmo Auto Load 16 mm. cameras.

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Bell & Howell

When I say Delsey
I mean Delsey—
'cause it's soft like Kleenex!



DELSEY* TOILET PAPER
soft like Kleenex*
Tissues—Double-ply
for extra strength...

3 rolls for 25¢
12 rolls for 97¢

*TRADE MARKS REG. U. S. PAT. OFF.

PICTURES TO THE EDITORS

(continued)

WATER TOWER

Sirs:

This might be a teed-up golf ball for Paul Bunyan. Instead it's simply the new 130-ft. water tower of Shakopee, Minn.

GEORGE POMMER JR.
Minneapolis, Minn.



BULLETIN

Sirs:

This sign recently appeared in the window of the Sitka (Alaska) Sentinel. It shows there are still places in the world where people feel free enough and secure enough to take time out to go fishing.

PAUL CROSS
Seattle, Wash.



LITTLE WINNIE

Sirs:

My hobby used to be defacing girls' ads and posters in the Eighth Avenue Subway. Now I mutilate front covers of LIFE. Here is a sample of my recent work.

BURLINGTON GREENE
Jackson Heights, N. Y.



SPRAYS ON—So quick—so easy to apply!

STAYS ON—Make this test! Spray Sno-Mist on your hand—Rub lightly. See how it turns to a clinging, cream-like film of long-lasting protection—to keep you fresh!

SOOTHING—A delight to use any time. Its antiseptic properties are an extra safeguard. Retards perspiration. Harmless to clothing. Economical.



SNO-MIST

ANTISEPTIC
DEODORANT

Sprays on as a Powder
Stays on as a Cream

● 59¢ at drug and department stores ●

A mark of
identity

ADVERTISED IN
LIFE

For your convenience...
this mark of identity
in a store
QUICKLY
calls attention to
LIFE-advertised
products.

Early American Sign



This *light ale* is now first choice of
millions who once drank beer



AFTER draining his first glass of Ballantine's Ale, a beer drinker's a changed man. Ale "too heavy" a drink for him? Not any more! In Ballantine's, he's found a *light* ale.

And will he ever again be satisfied with anything less than the superb Ballantine *flavor*—resulting from the

finest of ale yeasts? It's not likely!

Nor will you—once you've sampled *your* first bottle of Ballantine's. Look for the famous 3-RING trademark standing for PURITY, BODY, FLAVOR—and call for Ballantine's Ale . . . today. Costs no more than the better beers. Sold coast to coast.

BALLANTINE'S  ALE
America's largest selling Ale 

Silk or Nylon

Realsilk's "Hosiery Club" is the modern way to more style on less money



Shades illustrated, available in silk or nylon, left to right—Samoa Beige, Tan-Glow, Tabasco and Havana Beige (advance spring shade)



"How did you solve your hosiery problem?"

"Realsilk solves it for me by its 'Plan-Ahead, Shop-at-Home' method."

Realsilk's "Hosiery Club"

REAL SILK HOSIERY MILLS, Inc., Indianapolis, Ind.

Without obligation, please give me through your representative full information about Realsilk's "Hosiery Club."

Per year, my present hosiery requirements are:

Sheer.....pairs. Service weight.....pairs.

I prefer ☐ All nylon

☐ Combination wardrobe of nylon hose and silk hose

I have ☐ have not ☐ worn hosiery by Realsilk.

Name.....

Street.....

City.....State.....

Send this
"Membership"
Coupon

The hit-or-miss system of buying hosiery is over.

The modern Realsilk Shop-at-Home method enables you to shop from the world's greatest hosiery "store" in the peace and quiet of your own living room. No shopping hurry. No parking worry.

Nylon hosiery or silk hosiery—sheer or service weight—you plan your wardrobe for an entire season. This eliminates much of the "odd-stocking" trouble you have had in the past. It prevents waste. It saves your nerves and takes all the terror out of a hosiery accident. It gives you the assurance of always wearing the best looking hosiery that money can buy, yet saving money too.

You select from the widest range of shades, sizes, widths and lengths offered any-

where in America. Foot sizes—8 to 11, in various combinations of widths and lengths.

You are sure of getting the same quality and same fit every time, because you are dealing with one great, dependable source, the largest of its kind in the world.

If you are having trouble getting nylon hosiery regularly, or if you want more hosiery satisfaction, just call the Realsilk branch sales office in your city (listed under Real Silk Hosiery Mills) or send the coupon.



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